Proposed Submission Document

SOUTH WORCESTERSHIRE

Development Plan

January 2013
South Worcestershire Development Plan

Proposed Submission Document

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The South Worcestershire Development Plan

Introduction

Background

1. South Worcestershire is the area covered by the districts of Malvern Hills, Wychavon and the city of Worcester [referred to throughout this document as the partner authorities]. The South Worcestershire Development Plan (SWDP) is framed by and in turn promotes a very clear vision of the sub-region during the years to 2030, which is set out in the box on page 5. Identified as a result of extensive consultation from 2007 and refined and adjusted as the SWDP was developed, this Vision reflects both the aspirations and the firm intentions of the three partner authorities to improve, protect and manage sustainable growth in the area over the coming years.

2. A set of overarching aims has been identified that lie at the heart of the process. These are summarised as being:
   a. Delivering economic prosperity with Worcester at the heart.
   b. Locally justified housing.
   c. Protecting and enhancing the natural and historic environment.
   d. Infrastructure-led development.

   The SWDP faces a number of economic, environmental, social and infrastructure challenges that will need to be met if the vision for south Worcestershire is to be realised. To address these challenges, a strong emphasis needs to be placed on achieving an appropriate balance between all three strands, including embracing the highest objectives for sustainable development, ensuring quality of design and the timely provision of the infrastructure required to support the SWDP proposals.

3. The SWDP will strive to achieve the Vision through the implementation of relevant policies.

4. It is imperative for the future prosperity of south Worcestershire that new development proposed in the SWDP is supported by necessary and proportionate crucial infrastructure. The Worcestershire Local Enterprise Partnership’s Business Plan (2012) articulates a vision to create the right economic environment to inspire business, encourage investment and create lasting and sustainable employment in Worcestershire. This includes a strategic objective to address “Planning, Development and Infrastructure” needs in the area with a particular focus on ensuring the delivery of key transport infrastructure.

5. The partner authorities embarked on a four-stage process to strengthen their understanding of infrastructure, leading to the production of an Infrastructure Delivery Plan (IDP) to support the Plan:
   a. Consolidated the existing information at the Preferred Option Stage.
   b. Prepared an Infrastructure Delivery Plan Interim Position Statement to support the SWDP.
   c. Prepared an Infrastructure Delivery Plan to support the formal version of the SWDP.
   d. Update the Infrastructure Delivery Plan by spring 2013 to support the SWDP as submitted to the Secretary of State.

   The need for the timely delivery of infrastructure to support the delivery of development, necessary to support communities and the local economy, is a feature of many of the themes of the Sustainable Communities Strategy (see paragraph 12 – 14 below). The evidence in the Infrastructure Delivery Plan supports the SWDP in general and SWDP 7 and the Infrastructure Schedule set out in Annex I in particular, which is necessary in order to achieve the many objectives relating to infrastructure.
6. A review of the SWDP will be undertaken in 2019 – 20. The review will consider any fundamental changes to the household projections and in parallel to a refresh of the underpinning evidence base, will reconsider and update extant policies.

**Vision**

In 2030 south Worcestershire remains a highly desirable place in which to live and work. The Worcestershire Economic Strategy, together with the partnership with the Worcestershire Local Economic Partnership, has helped to create a robust, competitive local economy, which in turn has retained and stimulated significant inward investment and generated numerous job opportunities. Businesses have access to a locally based, highly skilled workforce, thanks to the high quality educational and training provision available in the area. The University of Worcester goes from strength to strength and helps to attract and retain the best and brightest graduates in the sub-region.

Residents and businesses enjoy better accessibility within and beyond the area through the implementation of major improvements to the highway network, in particular the A4440 at Worcester, the completion of Worcestershire Parkway and improvements to local railway stations. A series of smaller but no less vital infrastructure improvements impact positively on the day-to-day life of the residents of the three districts, including improvements to local roads, junctions, public transport provision, drainage and water infrastructure.

Small-scale businesses have flourished in rural areas through the support offered by the SWDP policies to both home-based working and farm diversification opportunities. Farm diversification has enabled farming and horticulture to continue to play an important role in the local rural economy. This has been helped by significant improvements to electronic means of communication, including the roll-out of high-speed broadband and the promotion of live-work development.

Employment and housing growth, coupled with continued investment in retail and office space, enables Worcester to compete successfully with the larger centres within and beyond the West Midlands. Worcester also provides high-class and wide-ranging leisure and service facilities.

The main towns of Droitwich Spa, Evesham and Malvern are vibrant, offering a range of employment, shopping and community facilities to their residents and the wider community. The towns of Pershore, Tenbury Wells and Upton upon Severn also continue to offer local services and remain at the heart of the area’s rural economy. All the towns have benefited from public realm and local transport improvements.

South Worcestershire residents have access to a range of housing types and tenures that help to meet the needs of young families, older people and single households. High quality development has incorporated innovative, environmentally friendly solutions that have helped to reduce resource consumption, achieve sustainable communities and militate against extreme climatic impacts, particularly flooding.

Affordable and accessible housing is widely available and helps to secure and sustain local communities, services and facilities.

People enjoy a high standard of living, good health and education and remain active and healthy throughout their lives.

A growing market for tourism is based on the high quality natural and built environments, such as Worcester Cathedral and the Cotswolds (including Bredon Hill) and the Malvern Hills Area of Outstanding Natural Beauty. More residents enjoy an active life through the investment in Green Infrastructure, which has improved the quality of and access to open spaces, as well as enhancing accessibility to a comprehensive network of open spaces, which have enjoyed improved biodiversity. These focus on both the upland landscape and valleys of the Rivers Severn, Avon, and Teme and also on urban greenspace. The need to protect these vital and sensitive landscapes and environments is enshrined within the SWDP and forms a cornerstone of south Worcestershire’s continued success as a place in which to live, work and relax.
7. The economic role is one of the SWDP’s three primary areas of focus in seeking to achieve sustainable development, the other two being the social and environmental aspects. Through its economic role the plan contributes to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure.

8. The Economic Vision and Economic Strategy for south Worcestershire are at the core of this economic prosperity-led planning strategy. They elaborate on and develop the SWDP’s overall vision for south Worcestershire and expand the strategic focus that directs the SWDP’s policies and proposals and support delivery of the Worcestershire Economic Strategy.

**A Vision for Economic Prosperity in South Worcestershire.**

9. The economic vision for south Worcestershire is as an excellent place to do business, with a substantial low-carbon economy, which has diversified so that the overall prosperity of the area can withstand any down-turns in individual sectors. The south Worcestershire economy is increasing output as measured by Gross Value Added (GVA) and becoming more productive (GVA per head); there is sustained growth in jobs, inward investment and indigenous investment; infrastructure improvements, particularly improving access for business, are being delivered. Growth has been enhanced by the retention of younger residents, particularly University of Worcester graduates and youngsters who would previously have had difficulty in finding job opportunities. There are more high-value jobs in the area, leading to reduced out-commuting. Cultural and environmental assets have been enhanced increasing the attractiveness of the area to visitors, residents and businesses.

10. The Economic Strategy for South Worcestershire is:
   a. To create the conditions for sustained economic and jobs growth.
   b. To ensure south Worcestershire is open for business and able to match the requirements of potential inward investors.
   c. To ensure a flexible approach is maintained to all opportunities that deliver economic benefits with a target of return to GVA levels that existed before the downturn in 2008.

11. This will be achieved through:
   a. Reduced reliance on the public sector and increased output and employment in the private sector, particularly in higher value and skilled occupations.
   b. Growing and adding value to existing south Worcestershire businesses, including agricultural and horticultural businesses.
   c. Securing and growing high technology sectors that already have a presence in south Worcestershire.
   d. Providing the right land and premises in the right location and at the right time to help businesses start, grow and flourish.
   e. An established and sustained low carbon economy.
   f. Providing and maintaining an adequate supply of new homes that support economic growth.
   g. Maintaining a competitive level of infrastructure throughout south Worcestershire – particularly in terms of excellent access, including electronic access.
   h. Sustained and regenerated south Worcestershire’s city and town centres as priority areas for regeneration.
i. Supporting flourishing rural economies, with strong land-based sectors and diversification into higher added values activity, enhanced by greater broadband connectivity.

j. Retaining retail spending in south Worcestershire and increasing leisure and tourism related spending / income.

k. Ensuring local residents are able to take up increased job opportunities in higher skilled and higher value occupations.

**Worcestershire Sustainable Community Strategy**

12. In September 2010 the Worcestershire Partnership approved proposals for a single Sustainable Community Strategy (SCS) for Worcestershire. This superseded the multiple versions previously covering south Worcestershire and provided a single strategic vision for the future of the entire county of Worcestershire, which allowed those organisations delivering services to prioritise delivery in the context of reduced resources. The development of the SCS was a parallel, interlinked work stream to the development of the SWDP and as such the two sets of priorities that have been developed are mutually supportive of each other.

13. The countywide Sustainable Community Strategy was adopted in 2011; this contained three key cross-county priorities and a statement of the priorities for each of the district-level partnerships. These are reflected at Annex A.

14. Through a mapping of the SCS priorities against the more detailed objectives and associated policies that have emerged through the preparation of this plan it can be seen that they are mutually supportive (Annex B).
Spatial Context of South Worcestershire

Background

15. South Worcestershire covers approximately 1,300km² of Worcestershire and forms the southern limit of the West Midlands; it also borders the South West and South East regions. It comprises the largely rural districts of Malvern Hills and Wychavon along with Worcester, the largest urban area. Beyond the city are the three main towns of Droitwich Spa, Evesham and Malvern and the towns of Pershore, Tenbury Wells and Upton upon Severn. In addition there are over 200 villages of varying size, character and level of service provision. The total population of south Worcestershire is approximately 290,500 (2011 Mid-Year Population Estimates).

16. The landscape is of a very high quality and is a defining feature of south Worcestershire. The countryside is distinguished by the upland areas of the Cotswolds (including Bredon Hill) and Malvern Hills Areas of Outstanding Natural Beauty and by the river valleys of the Avon, Severn and Teme. Human influence on the landscape can be traced to the prehistoric period and is reflected in a large range of prominent features, most notably listed buildings (5,600); Scheduled Ancient Monuments (150); historic parks (13) and conservation areas (105) and numerous protected trees and woodlands. In addition the urban greenspace enhances the environmental quality of the area. All these environmental attributes mean that south Worcestershire attracts a significant number of tourists and visitors, who account for approximately 11% of local expenditure.

17. South Worcestershire is easily accessible by rail and road from the West Midlands conurbation and to a lesser extent from London. However, there is concern over the capacity of key elements of the communications network to deal with current demands and future requirements. Rural accessibility is also an important issue as reductions in public transport provision and increases in transportation costs will increase demand for flexible and accessible transport. Safer routes for pedestrians and cyclists will be needed to support rural communities and the rural economy.

18. Good accessibility and a high quality built and natural environment has led to the area being subject to relatively high levels of inward migration, which has kept market housing prices relatively high. Housing affordability within both the urban and rural areas is a major issue and is likely to remain so throughout the plan period.

19. The West Midlands Green Belt has been an effective planning tool in ensuring that the main settlements, in particular Droitwich Spa and Worcester, remain physically separate and distinctive.

20. South Worcestershire provides some 127,000 jobs, 65% of which are in Worcester and the main towns. Unemployment is nearly half that for the West Midlands and the last decade has seen employment growth trends higher than the regional average. Average wages are lower than those in the West Midlands / England whereas average incomes are higher, reflecting the relatively high proportion of retired people with investments. Commuting beyond south Worcestershire is necessary for those residents wishing to achieve higher salaries, particularly in London and the M42 corridor. Most commuting however generally takes place internally within south Worcestershire, with the strongest commuting flows occurring between Malvern / Droitwich Spa and Worcester.

21. The context map (Figure 1) sets out the main features of the south Worcestershire area, including transport (main routes and other infrastructure), neighbouring local planning authorities, Areas of Outstanding Natural Beauty, green belt and the more sustainable settlements.
22. Worcester is the county town and the principal urban area within Worcestershire, with a population of 98,700 (2011 Mid-Year Population Estimates). It has a long and prominent history, but is now focussed on its future and intent on creating an economy to match its environment. It is a compact city of approximately 20km² and can be compared with similar aspiring cities such as Chester, Cambridge, Lincoln, Oxford and Exeter.

23. Worcester is set on the River Severn and boasts a historic cathedral, a rapidly growing university and a diverse retail, culture and leisure offer.

24. Worcester is in an excellent location with good transport links by road and rail with the rest of the UK. It is also in close proximity to the M5, M6, M42 and M40 and is within a relatively short distance of Birmingham International Airport.

25. The city has embraced the opportunities to expand across the centuries with the most recent expansions being the well-planned urban extensions of Warndon Villages and St Peters. Worcester still maintains the image of being a city within a rural setting that is distinctive to south Worcestershire. This unique setting in part is provided by many villages within the countryside beyond the city boundary, over which the city has a major influence.

26. Worcester has a dynamic local economy, with high levels of economic success, knowledge-based industries, connectivity and communications, with an active university benefiting the area and businesses through its education and research activities. Being the dominant employment, shopping and tourist centre, Worcester’s success in attracting and retaining employers will have a direct impact on the economic success of south Worcestershire as a whole.

27. Providing the right mixture of employment land in the right locations, can assist expansion in both new and high growth sectors and will provide opportunities for the growth of existing firms, to help provide opportunities in those parts of the city that have higher levels of unemployment.

28. Employment land is spread geographically across the city, with more established sites being closer to the city centre. Employment sites vary in size, with the largest being Shire Business Park on Warndon. Businesses on Warndon represent a robust mix of employment uses with manufacturing being strongly represented. Examples of industries based here are Worcester Bosch, Yamazuki Mazak, Npower, CryoService and Royal Mail.

29. Worcester currently has both greenfield and brownfield sites allocated for employment. These include land south of Warndon Wood; Worcester Woods Business Park, Newtown Road; Grove Farm, Bromyard Road; Government Buildings, Whittington Road and land at Midland Road.

30. The city centre remains the focus of the Worcester economy. From its early beginnings, strategically positioned on the banks of the River Severn and with prominent roles in England’s ecclesiastical development, civil conflict and manufacturing, the city centre is steeped in centuries of history which remain evident in its pattern of medieval streets and a remarkable collection of old buildings.

31. Despite challenging economic conditions, Worcester retains healthy levels of retail activity, including a strong independent retail sector. The growing university has also provided a catalyst for the provision of a new library and history centre (The Hive), which opened in 2012. Other recent developments at the Riverside and Lowesmoor show that the city centre, together with its environs, is continuing to thrive and renew itself, with further opportunity areas identified in the City Centre Masterplan Vision. Critical to its success will be ensuring that the unique and historic fabric can be positively integrated within a modern, dynamic city centre.
Droitwich Spa

32. Droitwich Spa is identified in the settlement hierarchy (SWDP 2) as a main town, being the largest settlement in Wychavon with an estimated population of 23,600. It has the highest natural increase in population and the greatest housing needs in Wychavon (2011 Mid-Year Population Estimates).

33. The town’s origins can be traced back to at least the Roman period and its industrial heritage has been dominated by salt production, which only ceased during the first half of the 20th century. From the mid 19th century the town developed as a ‘Spa’ town with visitors taking to the brine baths. This continued well into the 20th century and the baths remained open in the town until 2008. The underground “brine runs” mean that in some locations special building foundations are required in order to meet Building Regulations. The legacy of the ‘Spa’ culture has led to a town centre with spacious and pleasant parks and open-air leisure opportunities much valued by the local community.

34. Since the 1960s the town has undergone considerable growth, with phases of housing development predominately to the south of the town centre. This, along with the established central shopping area, adjacent employment sites and industrial estates to the north-west, has led to a diverse town providing a focus for town residents and local villages alike.

35. The range of services includes education, health, leisure and retail facilities. Employment is concentrated to the north-west within three sizeable industrial estates, whilst shopping is centrally located, with some provision in larger units along the Kidderminster Road and other local shops serving residential areas. Approximately 46% of residents work outside the town, with more popular destinations being Worcester (14%), Birmingham (8%) and Bromsgrove (14%) with the remainder further afield within the West Midlands or south west.

36. Given these patterns of commuting the SWDP needs to meet the requirements of local employment opportunities whilst avoiding increasing travel-to-work journeys to and from the West Midlands conurbation. Droitwich Spa also provides employment opportunities for approximately 5,000 people from within and outside the town, the majority travelling from Worcester (22%), Wyre Forest (15%) and Bromsgrove (13%) areas (GVA Grimley, 2008).

37. With regard to accessibility Droitwich Spa is served by the M5 (Junctions 5 and 6), A38, rail (with two routes into Birmingham) and regular bus services to neighbouring towns. The recently completed Droitwich Canals project completes a boating ‘ring’ that links the Birmingham and Worcester Canal with the River Severn and will also bring more visitors into the town centre.

38. Droitwich Spa has an extensive Conservation Area focused on the town centre and important areas of nearby public open space at Vines Park and Lido Park, which offer high quality leisure facilities including the recently refurbished open-air Lido complex. The town lies between two high points, to the north at Dodderhill and to the south at Yew Tree Hill and is therefore not particularly prominent within the wider landscape, although from these vantage points long-distance views of the Malvern, Abberley and Clent Hills are provided.
Pershore

39. The historic town of Pershore lies on the River Avon and has a population of 7,000 (2011 Mid-Year Population Estimates). The main areas of the town are centred on the Abbey, the bustling Georgian High Street (the focus of the conservation area) and important open spaces providing a high-quality town environment. These attributes are greatly valued by residents and the local rural communities that use the town for shopping, leisure, recreation and education as well as other key services. These include the retail market, No8 Community Arts Centre, leisure centre, High School and new community hospital. Significant local employment opportunities are also provided in the many businesses located in the town, as well as on the industrial estate to the north.

40. Approximately 34% of Pershore residents work outside the district, with the most popular employment locations being Worcester (11%) and Malvern Hills (5%). This is a relatively high out-commuting figure compared with Droitwich Spa and Evesham and is a reflection of the town's size. Pershore provides employment opportunities for approximately 3,350 people from other settlements, with the highest number coming from Worcester (11%). The long established centre for horticultural training at Pershore College reflects the locally distinctive characteristics of horticulture and farming in the Vale of Evesham.

41. The functional floodplain of the meadowland between the River Avon and rear of the High Street provide both a resource for nature and a valued area for passive and active recreation, such as walking and sport. In the last decade significant flooding events have reinforced the importance of keeping this area free of development; the town and the surrounding villages have been dramatically affected both by flooding from both the River Avon catchment and surface run-off. Consequently, local communities have been cut off from other centres and services. It is important that the SWDP recognises and responds to this issue.

42. Pershore is on the main bus route between Worcester and Evesham and there are also services to Cheltenham. Most villages within close proximity also have regular bus services to the town. However, it is important that the SWDP helps to improve the accessibility of the town to and from the surrounding countryside, for example by improving public transport facilities and services and by locating new development in areas that minimise the need to travel by private car.

43. Pershore is identified as an “Other Town” within the Settlement Hierarchy (SWDP 2), which means that it is an appropriate location to accommodate a proportion of south Worcestershire's employment and housing growth over the next two decades.

44. In seeking to accommodate further growth, the SWDP aspires to build on the success of existing high quality developments in the town and seeks to promote the regeneration of the town’s key brownfield sites, including the garage, High Street and the former health centre in Priest Lane. Further growth must be delivered in a manner that facilitates high-quality design, the provision of public open space and integration into the surrounding rural area without detrimental impacts on protected areas of open space and Pershore's conservation area.
Evesham

45. Evesham is situated within the Vale of Evesham and has an estimated population of 23,000 (2011 Mid-Year Population Estimates). As a main town it provides a wide range of services including education, health (including a hospital), leisure and retail. Evesham’s employment opportunities are dispersed in a distinctive manner, with concentrations centred on the main access routes in the town, in particular at Vale Park. Retail provision is focused in the town centre with some provision to the north-west (Worcester Road) and the south (Four Pools). A majority (54%) of Evesham’s residents who travel to work do so in the town itself, which demonstrates that Evesham is a relatively self-contained settlement. Approximately 30% of residents work outside the district, with the most popular employment destinations being Stratford-upon-Avon, the Cotswolds, Tewkesbury and Worcester. Evesham also provides employment opportunities for approximately 4,700 people from outside the town; a majority of these (approximately 60%) live within Wychavon. After Droitwich Spa, Evesham has the highest level of housing need.

46. Evesham is highly accessible, being located on the A46(T) trunk road. It is served by frequent buses from Cheltenham and Worcester. Having a station on the Hereford to London line offers leisure and work opportunities in Worcester, Oxford, London and the south-east. The River Avon and its immediate environs are very popular for recreational activities, such as boating, festivals and similar activities.

47. Evesham is the location of a historic battle site, to the north of the town. It also has an extensive conservation area, centred on the high street. The town has recently secured a new leisure centre and football stadium. The historic town is low-lying, hence its vulnerability to recent flooding, particularly in Bengeworth. It is visually prominent in the landscape, particularly from the Cotswolds Area of Outstanding Natural Beauty that lies to the south.
Malvern

48. Malvern is the principal urban area within Malvern Hills District. It is formed from the settlements of Great Malvern, Malvern Link, Barnards Green, West Malvern and Malvern Wells. The urban area contains a population of over 33,900 (2011 Mid-Term Population Estimates). It is a large town and needs to balance its special townscape, landscape and heritage qualities with the requirements of a modern and well-adjusted local economy, as well as providing for appropriate infrastructure, the need to maintain vibrant and successful town and district centres and meeting the housing and community needs of the existing and future population whilst also recognising that it is important as a tourist and cultural destination.

49. The key characteristic of the Malvern urban area is its dramatic setting on the slopes of the Malvern Hills. This establishes a need to consider the implications of change and development upon both views from and to the hills from key vantage points, alongside protecting the beneficial qualities of the town as a whole. The setting and historic importance is reflected in the conservation area status of the larger part of Great Malvern. The Malvern Hills are designated as an Area of Outstanding Natural Beauty. The town is characterised by a high percentage of greenspace, which is important to the character of the town and its surroundings and as such will be protected. The town also contains large areas of common land, both within the built-up area and on its fringes, giving a green setting and opportunities for green corridors for recreation and wildlife. Beyond the urban area, Malvern is surrounded by open farmland, smaller villages and more isolated farm settlements. Malvern thus has a role as a service centre for a wider rural area.

50. As the focus for growth to meet a significant element of the housing and employment needs of the district, priority has been given to the allocation of available and deliverable brownfield sites within the urban area, although at the present time the supply is constrained. Further growth, including the allocation of land at Newland, will necessarily have regard to the balance referred to in paragraph 49 above and respect the setting of the town as a whole. A strong emphasis on achieving an appropriate balance will however include embracing the highest objectives set out in this plan for sustainable development, quality of design and timely provision of the infrastructure required to support the SWDP proposals.

51. Malvern is a centre of employment for a large part of the district, centred on the Enigma Business Park, the industrial estate at Spring Lane and the high technology enterprises at the former defence establishment, now QinetiQ and associated / similar businesses at the Malvern Hills Science Park. Great Malvern is the main town centre for retail purposes in the district, complemented by district centres at Malvern Link and Barnards Green. Other main retail facilities are at the out-of-centre retail park at Townsend Way.

52. There are opportunities for the redevelopment of the existing ‘backland’ area centred on Edith Walk, within the designated town centre boundary (as promoted in the 2006 Local Plan), for town centre-related uses, including retail expansion. This area, between Bellevue Terrace, Graham Road and Church Street, is well related to the existing shopping provision and other services and is within the heart of the conservation area. It provides important pedestrian links, especially north / south links, between the higher part of the town and the Malvern Hills and tourism-related facilities at the theatres and the Priory and these links should be maintained or enhanced in any redevelopment. Should additional retail floorspace be required over and above development of this area, other opportunities will be considered within or on the edge of the Malvern town centre boundary and then sequentially at sites within and on the edge of the district centres of Malvern Link and Barnards Green.

53. Malvern has significant areas of public open space that should be protected and enhanced.
54. Malvern is served by two railway stations at Great Malvern and Malvern Link, connecting the town to Worcester and Hereford on a frequent service. The A449 links the town directly to Worcester, some 8 miles away, with regular bus services. Road links to the M5 on the eastern side of the district provide access to Junctions 7 (Worcester) and 8 (Strensham, via the M50 Junction 1). There are important functional links with Worcester, as the county town, providing opportunities for employment, further education at the University of Worcester and Worcester College of Technology and sub-regional health services.

55. Great Malvern’s character is based on its nineteenth-century legacy as a spa town and tourist centre and its more recent role as the administrative centre for Malvern Hills district. It also contains the main local services for health, education and retail uses. There has been considerable investment in replacement health centres with three of the five GP surgeries in new premises with capacity to accommodate planned growth and a recent larger replacement for Malvern Community Hospital. Malvern contains two main state secondary schools and South Worcestershire College of Further Education and a number of private schools.

56. Malvern is an important arts and ‘traditional’ cultural centre but also has a range of bars and restaurants. The Malvern Theatres are recognised as being one of the country’s leading regional venues and includes a cinema. Other leisure facilities include the Malvern Splash leisure complex, tenpin bowling and various public sports facilities. Events at the Three Counties Showground have extended beyond its original focus on agriculturally-based activities and it now accommodates a range of recreational and commercial activities and events making it a major attraction and facility.

57. In terms of population, Malvern Hills district has a higher than average number of older people and more births than deaths, meaning a negative natural change in the population. This brings its own challenges and could lead to increased demands on the health service and housing stock. Housing demand and house price growth are stronger in Malvern Hills than in the rest of the sub-region and offers little prospect of any improvement in affordability. Further pressure on housing stock is generated by younger people moving away and being replaced by established families moving into the area, who are often better equipped to compete in the market place and can thus outbid newly forming or expanding local households. However, further housing provision will provide the opportunity to re-balance the population structure.
Tenbury Wells

58. Tenbury Wells is a small town in the north-west of Malvern Hills district, situated on the River Teme, which defines the district and county boundary with Shropshire. It has a strong physical and functional relationship with Burford, which is situated on the north side of the Teme in Shropshire. The two settlements are linked by the Teme River Bridge, at the junction of the A456 and the A4112. It has a population of 2,200 (2011 Mid-Year Population Estimates).

59. Tenbury is surrounded by a mainly rural hinterland, with open countryside and small settlements and farmsteads; the town provides an important service function for the wider rural area.

60. The key characteristics of the town are its historic setting on the River Teme, its commercial heart with many historic buildings, reflected in the conservation area status of the town centre (recently reappraised in the Conservation Area Appraisal for the town) and its landscape setting, rising from the floodplain of the river and climbing to the south of the town. This higher elevation offers long distance views northwards to the Shropshire and Clee Hills. The River Teme is important in ecological terms in its role as a wildlife corridor and also provides for recreational opportunities.

61. Tenbury Wells has strong links with Worcester in terms of post-16 years education at the Worcester College of Technology, University of Worcester and for employment. Beyond Worcestershire, Tenbury looks towards Shropshire and Herefordshire for employment opportunities and services, as well as to places such as Ludlow, Leominster and Bromyard. Under the West Midlands Regional Spatial Strategy (WMRSS), the area was part of the much wider Rural Regeneration Zone, with additional regional funding and advice available to help deliver rural employment opportunities. This policy will no longer be relevant once the WMRSS is revoked along with the Regional Economic Strategy. The Worcestershire LEP has taken over the economic role for Worcestershire and will address rural regeneration issues.

Town Centre Regeneration

62. A resolution to grant planning permission was taken by Malvern Hills District Council for redevelopment of the former Cattle Market site to provide a retail store, car parking and riverside walk way. This is intended to enhance the environment of that part of the conservation area, adjacent to the main shopping area and river and provide additional employment opportunities and leisure walks along the river frontage.
Upton upon Severn

63. Upton upon Severn is a small town of some 2,700 people (2011 Mid-Year Population Estimates), mainly situated on the southern bank of the River Severn between Worcester and Tewkesbury. Its one road bridge links the main part of the town to the marina, on the north bank and to the villages of Holly Green and Ryall to the east. The village of Tunnel Hill lies to the west of the town. Upton is some 7 miles (11km) south-east of Malvern.

64. There are no rail connections, the nearest mainline stations being at Ashchurch, near Tewkesbury and Great Malvern. However, the town is within easy reach of the M50 and M5 some 4 – 5.6km (2.5 and 3.5 miles) and is thus on a main route linking Malvern and its surrounding villages to the national motorway system.

65. The main characteristics of the town are its historic core and riverside - reflecting its past importance as a riverside port and as a market and service centre for the surrounding rural area and a tourist destination. Travel to work data (2001 census) shows that the majority of people who live in the parishes of Upton upon Severn and Hanley Castle tend to work within the immediate area, in the rest of Malvern Hills district (particularly the Malvern and Welland areas) and at Ledbury. There are also strong travel to work links with Worcester, Pershore and Tewkesbury.

66. The town grew up around the river and its economy is based mainly on agriculture and river-based trade. Today the town acts as a service centre and market town for the surrounding rural areas and as a tourist centre, based on its historic character and the riverside with a large marina located on the north bank. The town is renowned for its music and water-based festivals. There are many pubs, hotels and restaurants and a range of mainly independent retailers in High Street and Old Street. There are also a considerable number of services for its size, including a library, secondary school (at Hanley Castle) and a new health centre (at Tunnel Hill).

67. The flooding problems associated with the town (almost the entire town is surrounded by the floodplain up to the boundary) have created the fragmented nature of the town and its services. Flooding also imposes a considerable constraint on any future development particularly for housing growth, despite the current construction of flood defences to mitigate the problem and thus site allocations have been considered in Tunnel Hill and Holly Green and Ryall, as the nearest settlements beyond the floodplain.

68. However, to support the existing population, services such as the schools and the commercial and retail trades, it is considered that some additional housing should be located in the Upton upon Severn area to meet the town’s needs. This is particularly the case for affordable housing, to support those people who cannot afford to buy or rent properties on the open market.

69. Future expansion of the marina, which has permission (including a new basin and holiday chalets), is likely to support local employment. The flood constraints make it difficult to find other suitable sites for employment within the town.
A New Plan for South Worcestershire

Background

70. The Government, through the Localism Act and the National Planning Policy Framework (NPPF), has given local communities the freedom to establish and address their own local growth requirements for employment, housing and other land uses through the plan-making process. The partner authorities have taken the opportunity to develop a long-term plan for south Worcestershire that is based on local economic and housing requirements (covering the period from 1 April 2006 - 31 March 2030). The SWDP aims to provide a context for development decisions up to the year 2030, with regular reviews built into this timeframe to ensure it remains relevant and accurate. The purpose of the SWDP is as follows:

a. To provide a Vision for South Worcestershire to 2030.

b. To set out a Development Strategy and planning policies, including the allocation of land for employment, housing and other land uses and to guide infrastructure and service provision. This will help to deliver the aims of the area's Sustainable Community Strategy and promote economic prosperity across south Worcestershire.

71. A locally developed plan ensures that:

a. Economic prosperity leads the local planning strategy, with greater emphasis on establishing the right conditions for economic growth and job creation.

b. Future housing development is set at a level that supports economic objectives, meets established local housing needs and aspirations and reflects the capacity of the area to accommodate growth.

c. Future development considers fully infrastructure requirements, ensuring that appropriate provision is made and improvements identified that will enhance the quality of life for all residents and businesses.

72. Understandably, local communities and visitors value and wish to protect the environmental qualities of the area, which have led many to relocate themselves or their businesses to south Worcestershire over the years.

73. The SWDP gives appropriate weight to varying issues, such as the need to balance economic growth and housing provision with protecting and enhancing the local environment; and reflects other local pressures, such as an ageing population and inward migration. The SWDP pays regard to a wide range of related aims, objectives and polices developed both nationally and locally. These are identified and explained more fully throughout the SWDP and a series of topic-related Background Papers.

74. The review process has identified the need to tackle cross-boundary issues in the interests of south Worcestershire as a whole and the ability to give the area a single, strong voice on planning matters. There is a significant risk that without an adopted plan, the partner authorities will be subject to inappropriate and speculative development proposals that could be granted by the Planning Inspectorate or the Secretary of State on appeal. Managing this pressure through the use of agreed policies and proposals will enable the partner authorities to resist inappropriate development and guide appropriate development to the right locations.

Context

75. South Worcestershire is the area covered by the districts of Malvern Hills, Wychavon and the city of Worcester. It is not a formal sub-region or administrative area, but the partner authorities consider that whilst each district has a distinct character, there are strong functional, economic,
infrastructure and cross-boundary relationships that means working together on development plan preparation makes good strategic sense.

**Changes to the Planning System**

76. The Localism Act was implemented on 15 November 2011. Key sections relating to the Secretary of State’s power to revoke Regional Spatial Strategies (RSS) came into force on 16 November 2011. The Localism Act advocates strongly for a greater emphasis on grassroots planning. The feedback received from local communities during consultation on the SWDP indicated clear dissatisfaction with the levels of housing growth set out in the draft West Midlands Regional Spatial Strategy (WMRSS) Phase 2 Partial Review.

77. On 20 October 2011, the Department for Communities and Local Government (DCLG) published for consultation the Environmental Report on the revocation of the WMRSS, which process closed on 20 January 2012. A more comprehensive and up-to-date assessment of the environmental effects of the revocation of the RSS is provided by an additional consultation environmental report published by the Secretary of State on the 21 November 2012, running until 24 January 2013. Following this, the Secretary of State will consider whether the WMRSS should be revoked.

78. At the time of writing, the Secretary of State has not yet exercised his power under the Localism Act 2011 to revoke the approved WMRSS. The approved West Midlands Regional Planning Guidance (2004, as amended by the 2008 Phase 1 partial review), which had Regional Spatial Strategy status, remains part of the overall ‘development plan’ for south Worcestershire for the purposes of s.38(6) of the Planning and Compulsory Purchase Act 2004 unless and until the WMRSS is revoked.

79. The Court of Appeal subsequently clarified that whilst the intention to abolish the RSS is a material consideration in making development management decisions, it is not a material consideration in plan-making decisions.

80. Preparation of the WMRSS Phase 2 Review had reached Panel Report stage, but had not been subject to a Proposed Modifications consultation and was not approved by the Secretary of State. No further progress on that revision is anticipated. The Government’s changes to the planning system provided the opportunity for the partner authorities to re-examine closely the latest available, reliable, local evidence base and to use this evidence to establish their own local development provision requirements for employment, housing and other land uses through the plan-making process.

81. The WMRSS Panel Report is evidence. However, more up-to-date evidence includes the Worcestershire Strategic Housing Market Assessment 2012 (SHMA), the South Worcestershire Demographic Background Paper (February 2012) and the Housing Background Paper (November 2012). The SHMA is evidence, not policy, but it is the starting point for determining the level of housing provision between 2006 - 2030 for the SWDP. A wide range of other evidence has also been considered. This local evidence is proportionate, robust and relevant. It supersedes the Panel Report and its technical evidence and underpins the strategic scale of growth, including housing provision to 2030.

**National Planning Guidance**

82. The Government published the National Planning Policy Framework (NPPF) on 27 March 2012. The NPPF includes a number of fundamental issues that need to be taken into account during the preparation of local plans, which include the following requirements:

a. To set out a clear economic vision and strategy for the area, which positively and proactively encourages sustainable economic growth.
b. To use a robust and up-to-date evidence base to ensure that the local plan meets the full, objectively assessed needs for market and affordable housing in the housing market area, as far as is consistent with the policies set out in the NPPF, including identifying key sites that are critical to the delivery of the housing strategy over the plan period.

c. To set criteria, or identify strategic sites, that will help to encourage local and inward investment to match the strategy and meet anticipated needs over the plan period.

d. To maintain a five-year supply of deliverable housing sites with a buffer of either 5% or 20% depending on past performance.

e. To recognise a duty to co-operate between public bodies and to implement a new soundness test, to ensure that plans are ‘positively prepared’.

f. To prepare a single ‘Local Plan’.

83. The NPPF places significant emphasis on sustainable development and the obligation to reflect clearly the presumption in favour of sustainable development in local plans. In terms of economic growth and development, the NPPF requires those authorities responsible for drafting local plans to have regard to the following:

“…
- support existing business sectors, taking account of whether they are expanding or contracting and, where possible, identify and plan for new or emerging sectors likely to locate in their area. Policies should be flexible enough to accommodate needs not anticipated in the plan and to allow a rapid response to changes in economic circumstances;
- plan positively for the location, promotion and expansion of clusters or networks of knowledge-driven, creative or high technology industries;
- identify priority areas for economic regeneration, infrastructure provision and environmental enhancement; and
- facilitate flexible working practices such as the integration of residential and commercial uses within the same unit.” (NPPF, paragraph 21).

84. The partner authorities are satisfied that the SWDP has been designed to achieve sustainable economic growth throughout the plan period, in accordance with the requirements of the NPPF. It has identified and promoted a range of sites suitable for larger-scale employment-generating activity, mixed-use, commercial and retail growth and appropriate rural diversification and enterprise activities. It champions high technology and research and development endeavours through offering support to extant and emerging companies across the sub-region. It also includes specific policy support for the promotion and delivery of live / work units, making it easier for small-scale local entrepreneurial businesses to start up and grow in both rural and non-rural areas.

85. Paragraph 159 of the NPPF makes clear that local planning authorities should have a clear understanding of housing needs in their areas, to allow them to identify the scale and mix of housing required to meet housing and population projections, taking account of migration and demographic change. The NPPF (paragraph 47) advises that the local planning authorities should “use their evidence base to ensure that their local plan meets the full, objectively assessed needs for market and affordable housing in the housing market area”.

86. The NPPF also requires additional tests of soundness to be considered when the Local Planning Authorities prepare and decide to submit a plan and as part of the Examination in Public (EIP), which means that it is necessary for the partner authorities to demonstrate that they have undertaken the duty to co-operate and prepared the SWDP in a positive manner.
87. In terms of the duty to co-operate, this seeks to ensure that plans are not prepared in isolation and that they consider cross-boundary issues and the requirements of neighbouring authorities. This is set out in the NPPF (paragraphs 178, 179) and is of relevance to the partner authorities.

**The Benefits of a Joint Plan**

88. Extensive consultation with both stakeholders and the general public, coupled with a comprehensive review of the local evidence base, has identified a number of critical cross-boundary issues, which taken together make a very strong case for a south Worcestershire-wide Plan. These are:

a. **Employment land:**
   
   The Worcestershire Local Enterprise Partnership has prioritised the need to identify a strategic portfolio of employment sites. Decisions regarding investment usually take place at a strategic level rather than individual local authority areas.

b. **Economic Prosperity:**
   
   To maximise south Worcestershire’s economic potential in order to improve prosperity through promoting high technology and high-value industries, particularly in Worcester, Malvern and Droitwich Spa.

c. **Jobs:**
   
   The demand for / supply of jobs will generate high commuting flows between Worcester, Malvern and Droitwich Spa (see Figure 1). Important elements of the road and rail network cross internal district boundaries and intersect at Worcester and have a very important bearing on the area’s competitiveness and attractiveness. This needs to be considered within a strategic planning context, to ensure the future provision and enhancement of the area’s transport network is maximised.

d. **The South Worcestershire Technology Investment Priority Area:**
   
   This was based on the WMRSS policy (High Technology Corridors – [Birmingham to Worcestershire Central Technology Belt]), which is to be abolished; however the evidence base underpinning this policy remains pertinent. Most of the employment allocations proposed lie within the area covered by this policy but are not intended exclusively for high technology use.

e. **Infrastructure:**
   
   Major infrastructure planning and investment decisions can be made on a strategic and comprehensive basis at the sub-regional level. This is particularly relevant to road and rail infrastructure. Growth across south Worcestershire as a whole will place demands upon facilities that serve a wide catchment area. In terms of education, health, leisure, sports and cultural activities, the following venues currently serve the wider community:
   
   - Worcestershire Royal Hospital.
   - Sixways (Worcester Warriors Rugby Football Ground).
   - New Road (Worcestershire County Cricket Club).
   - Worcester Race Course.
   - The Swan Theatre.
   - University of Worcester.
   - Worcester College of Technology.
   - various Sixth Form Colleges.
- public schools in Malvern and Worcester.
- Malvern Theatres.
- Three Counties Showground.

f. **Housing:**

Housing Market Areas cross administrative boundaries within south Worcestershire. The Worcester Housing Market Area covers large parts of both Malvern Hills and Wychavon districts. Worcester cannot meet its long-term employment and housing needs within the city boundary. The partner authorities have agreed to work together to determine the most appropriate way to deliver the city’s future development needs.

g. **Shopping:**

Worcester is a sub-regional retail centre and meets a significant proportion of the shopping requirements of residents in Malvern Hills / Wychavon, in particular their non-food needs. Other towns also have an influence on the surrounding rural areas and are similarly influenced by retail locations beyond south Worcestershire.

h. **Flood Risk:**

There are a number of significant watercourses within the area, including the Rivers Severn, Avon, Teme, Salwarpe, Isbourne and the Barbourne and Carrant Brooks. Some of these flow between the three districts. In order to avoid increasing peak flood levels downstream and compromising areas of land most vulnerable to flooding, development should be planned across the whole area and should not increase flood risk either downstream or upstream.

i. **Landscape and Green Infrastructure:**

The character of the natural landscape of south Worcestershire is to be protected and enhanced. However, important features such as the Malvern Hills and Cotswolds Areas of Outstanding Natural Beauty, the Rivers Severn, Teme and Avon and the Worcester to Birmingham and Droitwich Canals have important cross-boundary influences and are major components of the attraction of the area to tourists.

### Key Issues and Challenges

89. The table below sets out those key messages that have been identified through assessment of the technical evidence base developed to inform the SWDP.

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<tr>
<th>Key Issues</th>
<th>Requirements Identified by the Evidence</th>
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<tr>
<td>Population and Housing</td>
<td>Several evidence bases (Worcestershire Demographic Report 2011; Strategic Housing Market Assessment; Local Housing Needs Report for South Worcestershire; Affordable Housing Development Viability Study; Strategic Housing Land Availability Assessment; Focused Sub-Regional Review of WMRSS Evidence Base Demographics and Housing Need / Demand and the South Housing Market Area Monitoring Report 2009/10) have been used to assess future south Worcestershire population and housing requirements. The DCLG projections from 2008 showed an increase of 21,600 households in south Worcestershire between 2008 and 2030. The Worcestershire Strategic Housing Market Assessment (SHMA) 2012 provides robust, proportionate evidence to 2030 in the form of scenarios of housing growth, informed by these national projections and by evidence on jobs growth. The partner authorities’ locally derived...</td>
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housing provision policy for about 23,200 dwellings for 2006-2030 reflects the overall scale of housing growth associated with SHMA Sensitivity Scenario 2 (23,157 dwellings) aiming to improve the alignment of housing, jobs and the labour force. The scale of growth of the SWDP’s sub-areas is moderated by the need to respect key environmental assets, notably the Malvern Hills AONB and to absorb displaced housing requirement within the SWDP area, so that the SWDP is positively prepared. The Housing Background Paper (2012) sets out a detailed justification of the planned scale and distribution of housing development.

The majority of the increase in household numbers will be due to a rise in one-person households, which are projected to grow by 15,600, representing over 70% of the total projected household increase. The largest proportion is amongst persons aged 75-plus, where there is a projected increase of 9,600, representing over 60% of the rise in total one-person households.

The Strategic Housing Market Assessment 2012 highlights the demand for smaller properties as the result of this growth in single person households, needing houses as well as flats in response to aspirations for space and the options available through a house. Provision of a range of house types and sizes will be vital in ensuring as wide a housing resource as possible is made available to all sections of the south Worcestershire community. Additional larger family dwelling stock will also be needed due to the predicted increase in older family households.

The estimated need for affordable housing during the SWDP period is at least 8,350 dwellings. By creating the right conditions to generate jobs and deliver the SWDP’s economic strategy, it can also create the conditions necessary to reduce the need for further affordable housing, including fostering household confidence to move to market housing, thereby releasing affordable housing for re-lets.

The uplift in land values from development is the key opportunity in this plan period for seeking to meet the unmet need for affordable housing. The scale of housing provision between 2006-2030 could deliver at least 6,100 affordable dwellings, taking overall viability into account. This is a realistic target to include in the SWDP.

The amount of additional affordable housing will rise as Registered Social Landlords (RSLs) deliver 100% affordable housing by building more ‘affordable rent’ housing without grant funding and from a range of government schemes and affordable housing programmes. Significant additional affordable housing will also occur within the existing dwelling stock, including a forecast of 570 dwellings in Worcester through change of tenure from market housing ownership to private sector rent that is affordable, plus mortgage rescue schemes and RSLs purchasing properties. Delivery through ‘rural exception’ sites, Neighbourhood Plans and Community Right to Build and from financial contributions from small sites will provide further affordable housing that is additional to the overall housing provision policy.

### Employment and Jobs

The Employment Land Review (GVA Grimley 2008) concluded that despite the ostensible need for new employment land appearing low at present, there remains market demand to provide new sites. From a market perspective there is demand to provide more land than the WMRSS put forward. This type of demand is largely footloose and attracted to areas where sites and land are made available for development. A wide portfolio of land and buildings is therefore required to attract investment to support a growth in jobs.

There are no specific employment land or job targets in the Employment Land...
Review: previous targets in the WMRSS were largely based on a pre-recession period of high past take-up of land and a degree of public funding support. For this reason protecting existing businesses and their sites is even more important given that attracting new businesses to South Worcestershire with public sector support is no longer viable.

The Worcestershire Local Enterprise Partnership is promoting a particular, but not exclusive, focus on high technology, knowledge-based research and development business. For example, the early delivery of the Worcester Technology Park, Phase 1 and building on the existing companies (such as QinetiQ in Malvern).

### Retail

The differences between the 2007 South Worcestershire Retail Study and the 2010 Update (relating to the need for additional convenience goods floorspace) are relatively small. It will still be possible to accommodate the increases indicated without a need for specific allocated provision in the SWDP.

The need for additional comparison (non-food) floorspace over the SWDP period has reduced significantly in all towns. This is a direct consequence of the reduction in forecast expenditure growth brought about by a lower estimate of population. In addition, a change in shopping habits has been occasioned by the rise in online shopping, which may prove to have a significant impact on the form of future retailing.

Although the figures now suggest that there is no need for substantial retail development in Worcester, the Retail Study indicates there is still a need to identify a suitable site for a major town centre expansion so that the city centre is in a position to benefit from economic recovery and remains competitive.

Qualitative improvements in both the retail offer and the environment of south Worcestershire retail centres will be important in enabling them to keep up with residents’ expectations and retain their market share.

### Tourism

The South Worcestershire Hotel Study highlights the fact that there is an undersupply of hotel accommodation in south Worcestershire, primarily focused on Worcester itself, with some lesser demand evident in other key towns within the sub-region.

**Worcester City:** The study identifies a lack of branded hotel stock in Worcester City and highlights a need and demand for new hotel development opportunities in Worcester. The study indicates there is an immediate market opportunity and need for approximately 80 additional branded budget hotel rooms, rising to 230 by 2026. Post - 2013, the study forecasts there will be both market opportunity and need for a modern, full service, branded, upper three-star hotel (100+ bedrooms) to serve the city.

**Malvern Hills:** In the short to medium term the study identifies an opportunity for 40 - 80 new branded budget / limited service hotel rooms. The study did not identify any market potential for new full-service hotel investment.

**Wychavon:** The study highlights there is an immediate short-term requirement for about 36 additional branded budget / limited service bedrooms, with a further 25 by 2019 and a further 30 bedrooms in Evesham by 2026. There is insufficient forecast demand to support a new full-service hotel. In contrast Droitwich Spa is over-bedded and is unlikely to support additional hotel stock, certainly in the short to medium term.
Green Space and Sport Facilities

| This has land-use implications since additional public open space will be needed for an increasing population. The South Worcestershire Interim Green Infrastructure Study highlights the environmental constraints to development in some areas, but also the opportunities to improve green infrastructure provision through growth opportunities. The report shows how green infrastructure is an integral part of the consideration of development growth and location in the SWDP area, covering aspects such as the historic environment and archaeology, landscape, open space and biodiversity issues. Open space standards are informed by previous audits of existing open space and future requirements in each area. |

Influences on the Plan

90. The SWDP has taken into account Government planning policy, set out in Planning Policy Statements and Planning Policy Guidance and latterly the requirements of the National Planning Policy Framework (NPPF) that replaced them in 2012; ‘Saved Policies’ of the Worcestershire County Structure Plan and Local Plans; and the various themes and priority outcomes of the Sustainable Community Strategy. It was also drafted to be in conformity with the West Midlands Regional Spatial Strategy (WMRSS) and its subsequent iterations that emerged through the revision process between 2004 and 2010; the WMRSS set regional targets and policies for housing, employment land and environmental protection. The WMRSS went to an examination in public in 2009 and an inspector’s report was subsequently published but work on the revision was halted when the West Midlands Regional Assembly was wound up in 2010.

91. The countywide Local Strategic Partnership has produced a consolidated Sustainable Community Strategy bringing together the multiple strategies that covered south Worcestershire.

92. The strategy and policies have been based on technical evidence including feedback from infrastructure / service providers and specific technical reports including the statutory Sustainability Appraisal (SA). An SA is an independent report that assesses the social, environmental and economic effects of a development plan throughout its preparation. The outcomes of the SA have directly influenced the policies and proposals in this document.

93. An important consideration for the strategy is the substantial feedback received from various public consultation events associated with the South Worcestershire Joint Core Strategy (SWJCS) including:

- Issues and Options (November 2007).
- Preferred Options (September 2008).
- Potential Strategic Sites consultation (January - March 2009).
- Parish and Town Council Visioning workshops (October 2010).

94. It has also drawn on the subsequent public consultations held under the auspices of the South Worcestershire Development Plan, including the Preferred Options Consultation (November 2011) and targeted Significant Changes Consultation (August – September 2012).

95. The SWDP has had regard to policies and relationships beyond the combined administrative areas. This includes existing and emerging policies related to Worcestershire as a whole, together with consultation and co-ordination with neighbouring local authorities within the West Midlands.
and South West regions. There is no strategic case for development allocations to meet needs arising beyond the administrative boundaries of south Worcestershire.

**The Localism Act**

96. The Act requires a greater emphasis on grassroots planning. Feedback from local communities indicated significant dissatisfaction with the levels of housing growth set out in the WMRSS.

**Demographics**

97. Since the start of plan preparation, a range of demographic information sources has become available. As well as the 2008 ONS Population Projections and 2008 DCLG Household Projections, which informed the 2012 SHMA, new evidence has emerged through the ONS 2010 Population Projections and the 2011 census. ONS has published the 2011 Mid-Year Population Estimates. The implications of this new evidence have been considered and analysed in the Housing Background Paper. In summary, it has not been necessary to amend policy on housing provision.

**Worcestershire Local Enterprise Partnership**

98. The Worcestershire Local Enterprise Partnership has identified a number of priorities. Its overriding aim is to create the right economic environment to inspire business, encourage investment and to create lasting and sustainable employment in Worcestershire by 2017 and beyond. It published a 5-year business plan in November 2012 “The Outlook is Bright in Worcestershire”, intended to raise the profile and promotion of the area, improve business access to finance, supporting key sectors in the local economy, focussing on employment and skills as well as planning, development and infrastructure needs.

**Infrastructure Delivery**

99. Due to the economic downturn, there is less private and public funding available to deliver infrastructure. A potentially significant funding gap (approximately £43m) was highlighted by the partner authorities and Worcestershire County Council at the WMRSS Examination in Public (EIP) in 2009. The first Worcestershire Local Investment Plan was submitted to the Homes and Communities Agency and provided a framework for investment in affordable housing for Worcestershire. However, it does not address all longer-term infrastructure requirements in any detail or provide any clear indications of likely funding opportunities to support strategic infrastructure provision. Provision and availability of public funding has reduced, resulting in an increased reliance on the private sector and other available funding sources.

100. The provision of proportionate infrastructure required to service the level of development in the SWDP represents a major challenge, which the partner authorities have dealt with in a positive manner as described elsewhere in this document.

**The Development Strategy**

101. The Development Strategy will be delivered principally through the following strategic policies:

- **SWDP 1:** Overarching Sustainability Principles
- **SWDP 2:** Development Strategy and Settlement Hierarchy
- **SWDP 3:** Employment, Housing and Retail Provision Requirement and Delivery
- **SWDP 4:** Moving Around South Worcestershire
- **SWDP 5:** Green Infrastructure
- **SWDP 6:** Historic Environment
- **SWDP 7:** Infrastructure
103. In addition to the above, guidance designed to provide context and direction to development management decisions are to be found in policies SWDP 8 – SWDP 42; more specific site allocations and associated guidance are contained in policies SWDP 43 – SWDP 61; and implementation, management and monitoring guidance can be found at SWDP 62 and section SWDP 63.

104. Annex C contains a list of primary policy connections, which demonstrates the clear relationships between the policies in the SWDP at a glance.
SWDP 1: Overarching Sustainable Development Principles

A. When considering development proposals, the Local Authority will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework (NPPF). It will always work jointly and proactively with applicants to find solutions that mean proposals can be approved wherever possible and to secure development that improves economic, social and environmental conditions in south Worcestershire.

B. Planning applications that accord with the policies in the SWDP (and where relevant, with policies in Neighbourhood Plans) will be approved unless material considerations indicate otherwise.

C. Where applications do not accord with policies in the SWDP, the Local Authority will seek to work with applicants with a view to mitigating adverse impacts and identifying sustainable solutions where possible.

D. Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Local Authority will grant permission unless material considerations indicate otherwise – taking into account whether:
   i. Any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole; or
   ii. Specific policies in the NPPF indicate that development should be restricted.

Reasoned Justification

1. The economic, social and environmental aspects that make up sustainable development need to be balanced carefully to accomplish a positive outcome. The Government’s National Planning Policy Framework (NPPF) makes it clear that the purpose of the planning system is to contribute to the achievement of sustainable development.

2. In order to achieve a sustainable end result, the SWDP (through its overall approach and policies) needs to perform a number of roles:
   a) An economic role – contributing to building a strong, responsive and competitive south Worcestershire economy by:
      i. Ensuring that sufficient land of the right type is available in the right locations and at the right time to support economic and social growth and innovation.
      ii. Identifying and co-ordinating development requirements, including the provision of infrastructure.
      iii. Promoting accessibility to everyday facilities for all, especially those without a car.
   b) A social role – supporting strong, vibrant and healthy communities in south Worcestershire by:
      i. Providing the supply of housing required to meet the needs of present and future generations.
      ii. Creating a high-quality built environment, with accessible local services that reflect a community’s needs and support its health and social and cultural well-being.
      iii. Creating a strong sense of place by strengthening the distinctive and cultural qualities of towns and villages.
iv. Creating safe and accessible environments where crime, disorder and the fear of crime do not undermine quality of life or community cohesion.

c) **An environmental role** – contributing to protecting and enhancing south Worcestershire’s unique natural, built and historic environment by:

i. Helping to improve biodiversity.

ii. Using natural resources prudently.

iii. Minimising waste and pollution.

iv. Safeguarding and enhancing landscape character.

v. Protecting important historic buildings, monuments, sites of archaeological significance and the integrity of local planning designations.

vi. Protecting and enhancing green infrastructure.

vii. Mitigating and adapting to climate change, including moving to a low carbon economy.

3. These roles cannot be undertaken in isolation because they are mutually dependent. Economic growth can secure higher social and environmental standards and well-designed buildings and places can improve the lives of people and communities. For example, the promotion of local food production can help support and diversify the local agricultural economy, promote healthier lifestyles and provide valuable habitats for wildlife. Similarly, sustainable drainage can provide a cost-effective measure to reduce the environmental impact of surface water run-off and increase resilience to flooding. To achieve sustainable development, economic, social and environmental gains will be sought jointly and concurrently wherever possible.

4. The SWDP will seek to guide development to achieve sustainable solutions and SWDP 1 to SWDP 63, taken as a whole, constitute the partner authorities’ view of what sustainable development means in practice for the south Worcestershire area when promoted through the planning system.
SWDP 2: Development Strategy and Settlement Hierarchy

A. The Development Strategy comprises the following principles:
   i. Provide accessible, attractive employment sites and positive generic policies to deliver job creation opportunities;
   ii. Phase development to maintain a rolling 5-year housing land supply to 2030;
   iii. Safeguard and (wherever possible) enhance the open countryside;
   iv. Re-use accessible, available brownfield land prior to the release of greenfield land;
   v. Maintain the openness of the green belt and Significant Gaps (as shown on the Proposals Map);
   vi. Focus most development on the urban area, where both housing needs and accessibility to lower-cost public services are greatest;
   vii. With respect to scale and type, development will need to be commensurate with and appropriate to the size and characteristics of the host settlement. A location’s capacity to assimilate change will be taken into account.

B. Windfall development proposals will be assessed in accordance with the settlement hierarchy below:

| Table 2 - South Worcestershire Settlement Hierarchy (also see Annex D) |
|---------------------------------|-------------------------------|----------------|----------------|
| Category                        | Retail Hierarchy Position / Role | Settlements Included | Role | Implications for the SWDP |
| City                            | First (city centre)           | Worcester         | Worcester is the administrative centre of the county and provides the greatest range of services. It is the main employment destination for Malvern Hills and Wychavon. The city is a sub-regional focus for strategic employment, housing and retail development. Worcester’s success will benefit the rest of south Worcestershire. | To continue to fulfil its role, the city needs to accommodate the largest amount of employment, housing and retail development. To deliver this in an effective and sustainable manner, significant investment in infrastructure is required, as set out in the Infrastructure Delivery Plan. |
| Main Towns                      | Second                        | Droitwich Spa, Evesham, Malvern | These towns provide a comprehensive range of local services and employment opportunities for their residents and the rural hinterland. The towns will continue to be the focus of balanced growth in Malvern Hills and Wychavon. | A number of urban extensions and smaller infill allocations are proposed along with necessary associated infrastructure. |
| Other Towns                     | Third                         | Pershore, Tenbury Wells, Upton | These are less than a third of the size of the Main Towns, with fewer high-level services. Nonetheless | Due to the extent of the floodplains surrounding Tenbury Wells and Upton |
upon Severn, Tenbury Wells and Upton upon Severn provide a range of services and employment opportunities and act as local service centres.

Upon Severn, new development will be limited. As Pershore is considerably larger and has more available suitable land, an urban extension is proposed for it. The necessary local infrastructure requirements are set out in the Infrastructure Delivery Plan.

<table>
<thead>
<tr>
<th>Rural Areas (1)</th>
<th>Fourth</th>
<th>Category 1, 2 and 3 villages and village clusters</th>
<th>These villages provide varying ranges of local services and facilities. However, the larger settlements generally tend to provide the greatest range. Their role is predominately aimed at meeting locally identified housing and employment needs. They are therefore suited to accommodate market and affordable housing needs alongside limited employment for local needs.</th>
<th>To be supportive of the Sustainability Appraisal, the scale of allocated development is significantly less than that for the urban areas. It is predominately aimed at helping to address housing needs and support local services.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Areas (2)</td>
<td>Fifth</td>
<td>Lower category villages</td>
<td>These villages tend to be very small and at best offer one or two local services. Their role in providing additional future development is therefore limited.</td>
<td>No allocations are proposed. Where a Development Boundary exists, limited infill development is acceptable subject to more detailed policies, in particular SWDP 21. Where a need for affordable housing can be demonstrated and it cannot be delivered in a Category 1, 2 or 3 village, ‘exception’ sites could be acceptable in line with SWDP 16.</td>
</tr>
</tbody>
</table>

C. The open countryside is defined as land beyond any development boundary and the built form of the urban area or beyond the Worcester City administrative boundary. In these areas, development will be strictly controlled, especially in designated areas such as the Areas of Outstanding Natural Beauty and will be limited to dwellings for rural workers, small scale employment (where supported by more detailed SWDP policies), house extensions, replacement buildings and renewable energy projects that are supportive of overarching sustainable development requirements set out in SWDP 1.

D. Any development proposals should ensure the retention of the open character of the significant gaps.
E. The West Midlands Green Belt will be safeguarded; only appropriate development, to include infill development within a Major Developed Site boundary, will be permitted unless ‘very special circumstances’ can be fully demonstrated.

Table 3 Major Developed Sites within the Green Belt

<table>
<thead>
<tr>
<th>Site</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roxel</td>
<td>Major Developed Site (for limited infill development for employment uses only). Within the identified site boundary, the principle of infill development would be acceptable for employment uses.</td>
</tr>
<tr>
<td>Hindlip Park</td>
<td>Major Developed Site (for limited infill development for specific uses only). Within the identified site boundary, the principle of infill development would be acceptable for employment uses.</td>
</tr>
<tr>
<td>Sixways</td>
<td>Major Developed Site (for limited infill development for specific uses only). Within the identified site boundary, the principle of infill development would be acceptable for employment and leisure-related development.</td>
</tr>
<tr>
<td>Hartlebury Trading Estate</td>
<td>Major Developed Site (for limited infill development for employment uses only). Within the identified site boundary, the principle of infill development would be acceptable for employment uses.</td>
</tr>
</tbody>
</table>

F. With regard to development proposals, the scale must be proportionate to the needs and size of the settlement as well as the availability of community service infrastructure to accommodate it in a sustainable manner. The scale of development proposals must also enhance the local landscape character.

G. Within development boundaries, preference is given to the redevelopment of brownfield sites before bringing forward greenfield land. Beyond development boundaries the preference will also be to redevelop brownfield sites in the first instance although their biodiversity interest, availability of infrastructure and accessibility to local services will be material considerations.

H. The SWDP is supportive of development proposals that are promoted through neighbourhood planning mechanisms, where these proposals do not compromise the delivery of strategic plan objectives.

I. As required by the Duty to Co-operate, the SWDP will give due consideration to housing proposals that are intended to meet the clearly identified needs of a neighbouring planning authority and that are set out in an adopted Local Plan.

Reasoned Justification

1. The development strategy is driven by the SWDP Vision and associated objectives. It brings together land use, development and infrastructure considerations which flow from the economic, environmental and social characteristics of the area. The Sustainability Appraisal (SA) demonstrates that the proposed development strategy will help deliver the SA objectives.

---

1 This table should be read in conjunction with the Proposals Map, which identifies the acknowledged boundaries of each site. The table identifies those designations that are considered to fall within the categorisation of major developed sites in the Green Belt (note: these are neither allocations nor intended as sites proposed for major redevelopment).

2 E.g. development in areas of high flood risk, sites of national / international importance, green belt (where it would compromise overall green belt objectives).

3 Section 110, Localism Act (2011) relating to unmet need.

4 Cheltenham Borough, Gloucester City and Tewkesbury Borough Councils are preparing a Joint Core Strategy. Land at Mitton (Wychavon District) and the Mythe (Malvern Hills District) were not included as strategic allocations in the partner authorities’ 2011 ‘Developing the Preferred Options’ document (2011).

5 If neighbouring authorities can demonstrate through their local plan process that there is a genuine need that can only be met through provision in the south Worcestershire area, this can be addressed through a review of the SWDP in 2018 - 19.
2. The urban areas, in particular Worcester and the main towns, have the greatest housing needs and are locations where the cost of public service delivery is relatively low. In order to deliver the social objectives of sustainable development, some growth is directed to those rural settlements (Category 1, 2 and 3 villages) that enjoy a reasonable range of local services.

3. The villages and hamlets across south Worcestershire are characterised by close-knit communities that in many places retain links with the traditional rural economy as well as providing a range of services. The specific role of each settlement in the hierarchy is based on a detailed assessment of the services and facilities that are available, as set out in the Village Facilities and Rural Transport Study.

4. Maintaining the identity and integrity of individual settlements is an important issue for local communities. This is achieved by the West Midlands Green Belt designation around the city of Worcester and to the north and north-east of Worcester within Wychavon, as shown on the Proposals Map. Green belt policy (set out in the NPPF) serves a number of purposes. These include preventing urban sprawl and the coalescence of settlements as well as preserving their existing character. Green belts also encourage the regeneration of urban areas. Locally, the Worcestershire Green Belt continues to serve all the purposes of national policy and the boundaries are considered to be strong and enduring. Where the green belt is narrow (e.g. between Fernhill Heath and Worcester), it will be particularly important to ensure that the land remains open as otherwise its ability to function as green belt would be compromised.

5. There are a number of Significant Gaps shown on the Proposals Map. The purpose of maintaining these gaps is to provide additional protection to open land that may be subject to development pressures which either serves as a buffer / visual break between rural settlements and adjacent urban areas or protects the character and setting of settlements. The designation helps to maintain a clear separation between smaller settlements and urban areas in order to retain their individual identity. Acceptable development proposals in such areas may include the re-use of rural buildings, agricultural and forestry-related development, home-based businesses, playing fields, other open land uses and minor extensions to existing dwellings.

6. The implementation of SWDP 2 is essential to achieving truly sustainable development and the delivery of economic prosperity.
SWDP 3: Employment, Housing and Retail Provision Requirement and Delivery

A. The partner authorities in south Worcestershire will plan, monitor and manage the delivery of housing, employment land and retail floorspace from 2006 - 2030 in accordance with Table 4e and the site allocations set out in SWDP 43 - SWDP 61, consistent with the development phasing plans in those policies and the Infrastructure Phasing Plan in SWDP 7. This will both maintain the 5-year supply of housing and employment land and ensure that priority locations for regeneration are developed earlier on in the life of the SWDP.

B. Development proposals not in accordance with the development and infrastructure phasing plans will be resisted unless the applicant demonstrates that the infrastructure necessary to support the development has substantial and current commitment by the agencies responsible for delivering that infrastructure.

C. Employment provision for about 280ha will be made during the plan period, comprising the area sub-totals, which are separate and non-transferable, set out in Table 4a.

<table>
<thead>
<tr>
<th>Table 4a EMPLOYMENT PROVISION 2006-2030</th>
<th>AREA SUBTOTALS ha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wider Worcester Area (WWA)*</td>
<td>120</td>
</tr>
<tr>
<td>Malvern Hills (excluding WWA)</td>
<td>40</td>
</tr>
<tr>
<td>Wychavon (excluding WWA)</td>
<td>120</td>
</tr>
<tr>
<td>South Worcestershire TOTAL*</td>
<td>280</td>
</tr>
<tr>
<td>*of which Worcester City</td>
<td>80</td>
</tr>
</tbody>
</table>

D. Housing provision will be made for about 23,200 dwellings (net) during the plan period, comprising the area sub-totals, which are separate and non-transferable and the related market housing and affordable housing provision set out in Table 4b.

<table>
<thead>
<tr>
<th>Table 4b HOUSING PROVISION 2006-2030</th>
<th>AREA SUBTOTALS</th>
<th>Market Housing</th>
<th>Affordable Housing⁶</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wider Worcester Area (WWA)*</td>
<td>9,400</td>
<td>6,900</td>
<td>2,500</td>
</tr>
<tr>
<td>Malvern Hills (excluding WWA)</td>
<td>4,900</td>
<td>3,600</td>
<td>1,300</td>
</tr>
<tr>
<td>Wychavon (excluding WWA)</td>
<td>8,900</td>
<td>6,600</td>
<td>2,300</td>
</tr>
<tr>
<td>South Worcestershire TOTAL*</td>
<td>23,200</td>
<td>17,100</td>
<td>6,100</td>
</tr>
<tr>
<td>*of which Worcester City</td>
<td>5,500</td>
<td>4,600</td>
<td>900</td>
</tr>
</tbody>
</table>

Note: Figures may not sum due to rounding

E. The overall provision for both market and affordable housing to be sought from development will be located and phased in accordance with the sub-totals set out in Table 4c.

<table>
<thead>
<tr>
<th>Table 4c HOUSING PROVISION 2006-2030</th>
<th>AREA SUBTOTALS</th>
<th>Phasing 2006 - 2013</th>
<th>Phasing 2013</th>
<th>Phasing after 2019</th>
</tr>
</thead>
</table>

⁶ To be delivered from development
Retail provision will be made for about 50,000 square metres (net floorspace) during the plan period.

Table 4d RETAIL PROVISION 2006-2030

<table>
<thead>
<tr>
<th>AREA SUBTOTALS (net floorspace sq.m.)</th>
<th>30,000</th>
<th>7,500</th>
<th>12,500</th>
<th>50,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wider Worcester Area (WWA)*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Malvern Hills (excluding WWA)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wychavon (excluding WWA)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*of which Worcester City</td>
<td>28,000</td>
<td>5,000</td>
<td>7,000</td>
<td>40,000</td>
</tr>
</tbody>
</table>

The supply of employment, housing and retail to meet the provision requirements is set out in Table 4e

Table 4e TOTAL OVERALL PROVISION 2006-2030

<table>
<thead>
<tr>
<th>SUPPLY COMPONENTS</th>
<th>Employment ha</th>
<th>Homes</th>
<th>Retail (sq.m.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wider Worcester Area</td>
<td>2,184</td>
<td>2,600</td>
<td></td>
</tr>
<tr>
<td>Commitments</td>
<td>940</td>
<td>6,000</td>
<td></td>
</tr>
<tr>
<td>Empty Homes in Use</td>
<td>150</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Extra care housing release</td>
<td>100</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Windfall Allowance</td>
<td>847</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Urban Capacity Allocations</td>
<td>1,455</td>
<td>10,000</td>
<td></td>
</tr>
<tr>
<td>Urban Extensions</td>
<td>3,925</td>
<td>2,000</td>
<td></td>
</tr>
<tr>
<td>SUPPLY Subtotal</td>
<td>9,615</td>
<td>30,600</td>
<td></td>
</tr>
</tbody>
</table>

Malvern Hills (excluding WWA)

| Completions        | 1,326 | 1,248 | 536 |

Figures may not sum due to rounding
<table>
<thead>
<tr>
<th>Commitments&lt;sup&gt;B&lt;/sup&gt;</th>
<th>10.76</th>
<th>709</th>
<th>400</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empty Homes in Use</td>
<td>N/A</td>
<td>150</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Extra care housing release</td>
<td>N/A</td>
<td>200</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Windfall Allowance&lt;sup&gt;C&lt;/sup&gt;</td>
<td>N/A</td>
<td>562</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Urban Capacity Allocations</td>
<td>9</td>
<td>397</td>
<td>1,011</td>
<td>3,724</td>
</tr>
<tr>
<td>Urban Extensions</td>
<td>10</td>
<td>700</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Village Allocations&lt;sup&gt;G&lt;/sup&gt;</td>
<td>0</td>
<td>554</td>
<td>0</td>
<td>N/A</td>
</tr>
<tr>
<td>Tenbury Wells Allocations</td>
<td>0</td>
<td>70</td>
<td>18</td>
<td>302</td>
</tr>
<tr>
<td>Upton upon Severn Allocations</td>
<td>0</td>
<td>100</td>
<td>17</td>
<td>214</td>
</tr>
<tr>
<td>SUPPLY Subtotal</td>
<td>40.6</td>
<td>4,768</td>
<td>7,470</td>
<td></td>
</tr>
</tbody>
</table>

**Wychavon (excluding WWA)**

<table>
<thead>
<tr>
<th>Completions&lt;sup&gt;A&lt;/sup&gt;</th>
<th>32.38</th>
<th>1,399</th>
<th>7,142</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commitments&lt;sup&gt;B, G, H&lt;/sup&gt;</td>
<td>52.88</td>
<td>2,136</td>
<td>4,200</td>
</tr>
<tr>
<td>Empty Homes in Use</td>
<td>N/A</td>
<td>250</td>
<td>N/A</td>
</tr>
<tr>
<td>Extra care housing release</td>
<td>N/A</td>
<td>200</td>
<td>N/A</td>
</tr>
<tr>
<td>Windfall Allowance&lt;sup&gt;C&lt;/sup&gt;</td>
<td>N/A</td>
<td>963</td>
<td>N/A</td>
</tr>
<tr>
<td>Urban Capacity Allocations</td>
<td>0</td>
<td>781</td>
<td>500</td>
</tr>
<tr>
<td>Urban Extensions</td>
<td>33.5</td>
<td>2,140</td>
<td>0</td>
</tr>
<tr>
<td>Village Allocations&lt;sup&gt;F&lt;/sup&gt;</td>
<td>0</td>
<td>1,173</td>
<td>0</td>
</tr>
<tr>
<td>Major Rural Employment Allocations (Throckmorton Airfield&lt;sup&gt;7&lt;/sup&gt; and Interbrook, Pinvin&lt;sup&gt;8&lt;/sup&gt;)</td>
<td>14.45</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Major Development Area intensification (land equivalent)</td>
<td>6</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>SUPPLY Subtotal</td>
<td>139.21</td>
<td>9,042</td>
<td>12.592</td>
</tr>
</tbody>
</table>

**South Worcestershire**

| TOTAL SUPPLY | 297.21 | 23,425 | 50,662 |

**Notes:**

7 Proposals map reference SWDP3/1.
8 Proposals map reference SWDP3/2.
A. Total number of dwellings (net) completed 1 April 2006 - 31 March 2012.
   Total amount of employment space completed 1 April 2006 - 31 March 2011.
   Total amount of retail floorspace (net) completed 1 April 2006 - 31 March 2011.

B. Total number / amount of homes / employment space with planning permission. Includes 166 park homes at Leedons caravan park, Broadway. A discount of 4% for planning permissions not being implemented has been applied to all outstanding commitments (excluding dwellings under construction).

C. Windfall is unallocated housing development. The annual windfall rate allowances for 2016 - 2026 and for 2026 - 2030 respectively are:
   • Worcester 69 and 46.
   • Malvern Hills 45 and 30.
   • Wychavon 82 and 55.

To avoid double counting with the completion of small windfall commitments existing at 2012, the allowance for small, non-garden windfall completions is for the period 2016 - 2017 to 2029 - 2030. In addition, this allowance is reduced further by discounting the supply of small site allocations (5 to 9 dwellings) forecast for completion 2016 – 17 to 2030.

D. These allocations are all within the Worcester City administrative area and are set out in policies SWDP 43 - 44.

E. These allocations are beyond the Worcester City administrative area. The Urban Extensions are set out in SWDP 45.

F. The retail floorspace for Worcester urban extensions excludes small shops proposed in SWDP45/2 and SWDP 45/4

G. Village allocations are set out in policies SWDP 59 - 61.

H. In order to meet the 5 year housing land supply, Wychavon District Council has granted planning permission or had appeals allowed for 6 major housing proposals which are departures from the adopted Wychavon District Local Plan. These housing schemes are:
   • Allesborough Hill, Pershore (45).
   • north of Broadway Road, Evesham (34).
   • between Dudley Road and Station Road Honeybourne (71).
   • off Station Road, Honeybourne (44).
   • rear of Sunnyfield House, Wychbold (39).
   • Crown Lane, Wychbold (60).

Thornleigh Nurseries, Drakes Broughton (11) was also included (this was an exception site).

H. **Worcester urban extensions are to be delivered on land abutting the administrative boundary of Worcester city and not elsewhere within Malvern Hills or Wychavon.**

I. **The availability of housing land will be kept under review, maintaining a continuous supply of suitable sites to deliver the overall housing target. New housing sites identified in the SWDP will be released for development consistent with Table 4e, having regard to:**
   i. The need to maintain a 5-year supply of housing land;
   ii. SWDP 13 on making effective use of land;
   iii. The contribution that will be made towards improved infrastructure provision, including affordable housing.

**Reasoned Justification**

1. The main focus of the SWDP is to provide development that supports the area’s economic prosperity. The key mechanisms to achieve this include making provision for:
a. The right amount and type of land for employment uses in locations where business will thrive
and be more resilient to the twin challenges of global competition and moving towards a low-
carbon economy.

b. Sufficient housing provision that enables more of the labour force to be housed locally and
provide the right mix to meet the wide range of housing needs.

c. Retail development that is more resilient to changing retail behaviour and challenges to the
High Street and that supports the vitality and viability of both town centres and town centre
uses in south Worcestershire.

d. Infrastructure that supports communities housing the labour force and facilitates the movement
of labour, goods and materials through alignment of the phasing of development and
supporting infrastructure; this will include provision of facilities supporting training and skills.

HOUSING

Housing Provision targets

2. The SWDP’s locally derived total housing provision target in SWDP 3 is based on the
Worcestershire Strategic Housing Market Assessment (SHMA) 2012. The SHMA is the latest
assessment of the full housing needs of the SWDP area. It provides robust, credible evidence on
which to base the planned scale of growth in south Worcestershire. The SHMA developed
scenarios of housing growth identifying the scale and mix of housing and the range of tenures that
the local population is likely to need over the plan period that meet household and population
projections. These were informed by national demographic and household projections, evidence on
job growth and information about the local housing market. There is a difference between
households and housing, which SHMA and the plan fully recognise. The housing provision
calculations have taken vacancies, second homes and non-delivery into account.

3. SWDP 3 plans for growth of about 23,200 dwellings for 2006 - 2030, which reflects the overall
scale of housing growth associated with SHMA Sensitivity Scenario 2 (23,157 dwellings). This
policy target is in line with the SHMA evidence, which states that this scenario represents an upper
limit for the partner authorities to consider when setting a housing target.

4. Identifying sources of housing supply to meet this scenario has enabled the partner authorities to
plan to meet the full, objectively assessed needs for market and affordable housing in the housing
market area, as far as is consistent with the policies set out in the NPPF. The sources of supply
identified in Table 4e exceed the total provision requirement target. On this basis there is no unmet
need to address.

5. The Housing Background Paper (2012) sets out the detailed justification of the planned scale and
distribution of housing development, including an improvement to the alignment of housing, jobs
and the labour force.

Sub-area housing provision targets

6. The sub-area targets in Table 4e differ from the district figures in SHMA Sensitivity Scenario 2\(^9\). At
4,900 dwellings, the policy provision for Malvern Hills (outside the Wider Worcester Area) is below
the housing level based 7,500 dwellings in that scenario. The scale of growth of the Plan’s sub-
areas has been moderated by the need to respect key natural and environmental assets.
Redirection of approximately 2,600 of the Malvern Hills housing requirement has been necessary
because of limited opportunities for urban growth in Malvern Hills District. This is due to constraints
on the development of Greater Malvern and in Malvern Vale resulting from their proximity to the

\(^9\) The Housing Background Paper provides justification and analysis of the Sub Areas’ provision and supply.
Malvern Hills AONB and the need to protect the AONB from adverse environmental impacts of extensive, concentrated urban development nearby. Other material considerations were taken into account, such as the viability of delivering affordable housing and infrastructure. The SWDP has been positively prepared though joint working and this co-operation has addressed ‘larger than local’ cross-boundary issues relating to housing. This enabled the unmet housing requirement of Malvern Hills to 2030 to be met within the plan area by redirecting and absorbing its displaced housing requirement within the Wider Worcester Area and in Wychavon. The displaced 2,600 dwellings are divided approximately evenly between these two sub-areas. One benefit of this approach is that it provides an opportunity to damp down the historic trend of large-scale net in-migration into the Malvern Hills area (which has put pressure on that local housing market) by making alternative provision at more sustainable locations elsewhere in the SWDP area that can accommodate the displaced requirement.

7. The SWDP addresses the consequences of accommodating the displaced Malvern Hills requirement, including:
   a. The need to provide employment opportunities at major urban extensions accommodating part of the displaced demand, in order to reduce the need to travel.
   b. It acknowledges the need for transport infrastructure and services to enable the labour supply to access employment in Malvern Hills.
   c. A meaningful proportion of the affordable housing in the Worcester South and West Urban Extensions will meet affordable housing need from Malvern Hills.
   d. The need to co-ordinate services provided by the county and district councils and other providers to support communities in the wider Worcester area.

Unmet need from other areas outside South Worcestershire

8. Neighbouring local planning authorities have provided no evidence of unmet housing need in their areas that needs to be met in south Worcestershire. No evidence has yet been provided that indicates forthcoming plan-making in those areas cannot accommodate their own needs or would result in unmet need that has to be provided for in the SWDP area.

9. From an objective assessment of development requirements, the partner authorities conclude that the SWDP meets an appropriate level of unmet housing requirement to 2030 arising from more distant areas outside south Worcestershire (such as the West Midlands), which it is reasonable to accommodate within this plan area. South Worcestershire will continue to provide housing to accommodate substantial in-migration, but at levels consistent with sustainable development and an economic prosperity-led plan.

Duty to Co-operate

10. The partner authorities undertook diligent joint working, to identify their requirements through evidence gathering and during plan preparation. The SHMA involved joint working within Worcestershire to prepare evidence on housing need. The partner authorities worked with neighbouring authorities because housing market areas cross administrative boundaries. They co-operated both with adjoining authorities and with more distant local authorities, such as councils in the West Midlands, to consider strategic priorities for the delivery of homes, including cross-boundary housing requirements. As a result, the housing provision rose to 23,200. The evidence base sets out the joint working and other activities demonstrating effective co-operation consistent with the Duty to Co-operate.

Affordable housing requirement
11. Evidence in the Housing Background Paper indicates that the estimated total need for affordable housing in the plan period is at least 8,250 dwellings. This takes into account SHMA evidence on need already met in the plan period and the future need to be met being based on:
   a. 976 completions to 2011.
   b. total commitments for 329 as at April 2011.
   c. a further 3,785 affordable dwellings to meet the current backlog of need and net newly arising need 2011 - 2016, plus;
   d. additional net newly-arising need for 2016 - 2030 in the order of at least 3,155 dwellings.

   **Supply**

12. The Housing Background Paper provides an objective assessment of the future sources of supply of affordable housing achievable from development. It indicates that if affordable housing delivery relied only on the uplift of development land value then total potential supply of additional affordable housing in the plan period would amount to about 6,100 affordable dwellings. This assessment is based on:
   a. 976 completions 2006 - 2011 plus 286 completions 2011 - 2012, plus total commitments (permitted but either under construction or not yet started) for 704 dwellings as at April 2012.
   b. the potential to deliver up to approximately 4,110 affordable dwellings from future housing supply, from which affordable housing can be sought.

13. This takes into account:
   a. The residue of overall housing provision not committed as at April 2012 (approximately 13,680 dwellings, including delivery on sites allocated in the SWDP but excluding empty homes brought back into use and housing release as households move to extra-care housing with high-care packages).
   b. SWDP 15’s sliding scale of affordable housing to be sought from sites permitted for dwellings in Use Class C3.
   c. A further reduction of 5%, made for forecasting purposes only, to discount lower delivery rates prior to plan adoption and allow for circumstances where there may be no local need, consistent with the criteria for SWDP 15 or where there are viability issues.
   d. Use Class C2 housing (residential care homes, plus the high-care end of extra-care housing) and ‘sui generis’ non-self-contained student accommodation are not subject to SWDP 15 and so will not contribute to the supply of affordable dwellings.
   e. The uplift in land values achieved through Use Class C3 (market housing provision) is a key opportunity in this plan period to meet much of the residue of unmet affordable housing need, but viability issues constrain the ability of development to meet all of that need, as indicated in the Affordable Housing Economic Viability Study.

14. The target of 6,100 affordable dwellings is a **minimum**. The target is about 2,150 below the total level of potential need, but it is a realistic target for delivering affordable housing via the uplift in development value. It is expected to be added to through other, non-development sources of supply:
   a. Changes in tenure within the existing stock, or from sources external to south Worcestershire, which will not require the construction of additional dwellings, including:
      i. Change in stock in Worcester from market housing to private sector rent that is affordable (the potential for delivering 570 units through the Local Lettings Agency during the plan period is additional to the 6,100 target in SWDP 3).
ii. RSLs purchasing existing satisfactory properties and acquiring properties via Mortgage Rescue.

b. Affordable housing is expected to be delivered through means that are allowed for by policy but are not yet fully quantified, so are not counted towards the policy housing provision total at this time (i.e. they would be in addition to the 23,200) from:
   i. Rural exceptions.
   ii. Neighbourhood Plans and Community Right to Build.
   iii. Delivery of affordable housing funded by financial contributions from small sites (less than 5 dwellings).

c. Other 100% affordable schemes. If built, these would raise the total supply of affordable housing counted towards SWDP 3. The products listed below are new; lack of national or local evidence about actual delivery precludes identifying a specific allowance in Table 4b provision at this time:
   i. RSLs building more 'affordable rent' housing without grant funding by raising money on the financial market and using funding generated by affordable rents.
   ii. Local Authority New Build.
   iii. 100% grant funding / affordable housing delivered through a range of mechanisms currently employed e.g. the Affordable Homes Programme (replacing the National Affordable Housing Programme), Kickstart (HomeBuy Direct and NAHP).

15. The market housing provision total and subtotals in SWDP 3 are calculated by subtracting only the potential for delivering 6,100 affordable dwellings through development value uplift from the 23,200 total, without further deduction for 100% affordable housing schemes.

16. Monitoring will indicate whether higher levels of affordable housing are delivered. The SWDP Review is the appropriate mechanism to consider whether to amend the housing provision totals and / or the sub-totals for market housing and / or affordable housing in the light of evidence about 100% affordable housing schemes delivery.

**Delivering Development**

17. The Housing Implementation Strategy is set out in paragraphs 17 – 43 and is developed from Stronger Community Objectives 1, 2, 3 and policies on housing supply, particularly:
   - SWDP 3 (housing requirement and delivery).
   - SWDP 43 - 61 (site allocations).
   - SWDP 14 (housing mix).
   - SWDP 15 (affordable housing needs).

18. Other housing policies in the SWDP are:
   - SWDP 16 (rural exceptions).
   - SWDP 18 (replacement dwellings).
   - SWDP 19 (rural worker dwellings).
   - SWDP 42 (residential moorings).

19. Gypsy, traveller and travelling show-people’s accommodation needs are additional to the needs identified in SWDP 3. Their needs are addressed through other policies, notably through SWDP 17 – Travellers and Travelling Showpeople Accommodation.
Sources and Components of supply

20. The policies in the SWDP enable the implementation strategy to be underpinned by a balance in the components of housing supply. 21% of the provision requirement has been completed and there are commitments for a further 16%. 10% is met from small non-garden windfalls, with 4% individually derived both from bringing empty homes back into use and from the release of Class C3 housing. The largest component is from site allocations, which contribute 48% to supply. This mix of sources provides a healthy balance between certainty and flexibility. Delivery of housing is not over-reliant on any one category.

21. The Strategic Housing Land Availability Assessment (SHLAA) is updated annually and has informed the assessment and allocation of sites. The Housing Background Paper and the Background Paper on Site Allocations provide more detail on the use of this evidence to develop policy.

22. As well as dwellings completed since 1 April 2006, those dwellings under construction or with planning permission but not yet started (the latter discounted by 4%) are part of the supply counted towards housing provision. In addition, new homes will be realised through:

a. The development of allocation sites identified within SWDP policies SWDP 43 - 61 (site allocations).

b. The development of small windfall sites and the change of use of buildings where land and premises are shown to be surplus to the requirements of other land uses.

c. The provision of new homes through conversions.

23. Evidence supports the forecast supply of small, non-garden windfalls post-2012, consistent with NPPF. Future large windfalls are not forecast. However, if delivered they will be reported through the monitoring of development.

24. Housing supply is also added to by:

a. Bringing long-term empty homes back into use.

b. The release of housing achieved through delivery of extra-care housing that involves a significant level of care through a care package.

25. The NPPF makes clear that local planning authorities should identify and bring back into residential use empty housing and buildings, in line with local housing and empty homes strategies. A realistic allowance for bringing long-term empty homes back into use in the sub-areas has been included in SWDP 3 as part of the supply identified to meet the provision requirement.

26. The plan includes an allowance for the potential release of housing that is achieved as extra-care / high care package housing is developed and occupied. Unlike dwellings that are inherited, which do not result in a net increase in the release of Use Class C3 dwellings, the development of this extra-care housing has the effect of creating additional local capacity, but this is only counted the first time that occupants move from their houses into extra-care accommodation. Only high-care package extra-care housing is taken into account in calculating this type of housing release.

27. Affordable housing delivered through Neighbourhood Plans and Community Right to Build and / or funded by financial contributions from small sites is an unquantifiable source of supply that is additional to the forecast of supply identified in Table 4e. This also applies to rural exception sites. However, if delivered they will be reported through the monitoring of development.

28. Over time other sites may be identified in later Strategic Housing Land Availability Assessment updates. Development of these sites would add to housing supply. However, at this time they are unknown and so are not included in the supply figures set out in Table 4e.

Spatial distribution of supply
29. **Wider Worcester Area** - In order to implement SWDP 3, an urban concentration strategy for the long-term growth of Worcester has been developed. This will be achieved through the development of urban extensions immediately adjoining the city boundary in Malvern Hills and Wychavon, as Worcester cannot meet its long-term employment and housing needs within its administrative boundary. Additional work on urban capacity for the city, including an allowance for small windfalls, has demonstrated that the number of dwellings delivered through development that can be accommodated within the city boundary can be increased to about 5,400 homes, plus an allowance for about 150 empty homes brought back into use and about 100 dwellings released as households move into extra care homes with higher care packages. At 3,925 the scale of urban extension allocations for the Wider Worcester Area is sufficient to address the revised requirement for 9,400 dwellings from 2006 to 2030.

30. **Wychavon and Malvern Hills Districts** - To meet the development needs of Wychavon and Malvern Hills districts, the majority of development is to be focused at the towns of Droitwich Spa, Evesham, Malvern and Pershore. The SHLAA process has identified a number of potential urban capacity sites within these towns. However, brownfield urban capacity is relatively limited; to meet the proposed levels of development, a number of urban extensions are necessary in Droitwich Spa, Evesham, Pershore and Malvern. The remaining development will be accommodated through smaller site allocations within the development boundaries of the towns as set out in the urban site allocation policies. Smaller allocations in Category 1, 2 and 3 villages provide for local needs in the rural areas, together with completions, commitments and overall windfall forecasts. Allowances for about 250 and 150 empty homes brought back into use in Wychavon and Malvern Hills respectively, together with about 200 dwellings in each area released as households move into extra-care homes with higher care packages, complete the supply picture for SWDP 3.

**Maintaining a 5-year housing land supply**

31. The expected rate of housing delivery over the plan period is illustrated through a ‘housing trajectory’ (Annex E). There is a trajectory for each sub-area, which illustrates the housing development that has been built in the plan area since 2006 and the levels of development currently anticipated over the rest of the plan period.

32. The forecast of housing supply is analysed in the housing trajectories in Annex E. This analysis uses a plan - monitor - manage approach to consider whether the plan’s policies can maintain a rolling 5-year supply. The SWDP analysis is based on annualised completion rates; ‘monitor’ compares completions against the annualised rates; and ‘manage’ considers what has been delivered against the residue of what is left to be delivered. The trajectories demonstrate the ‘front-loading’ of development in the SWDP, notwithstanding current turbulent economic conditions, without being over-optimistic about delivery rates.

33. 5-year housing land supply calculations will be produced annually for each sub-area plus Worcester city. “Separate and non-transferable housing provision” in the policy means that any shortfall identified against the 5-year housing land supply in one sub-area will not be met elsewhere in the SWDP area.

34. Detailed evidence is set out in the Housing Background Paper. That evidence demonstrates how the plan can maintain a ‘rolling’ 5-year supply with either a 5% or 20% buffer brought forward from the end of the plan period, taking into account the site allocations in the plan. The residual method used to calculate the 5-year housing land supplies is robust. The Housing Background Paper demonstrates why this method is used in preference to other models. The NPPF does not require the SWDP to provide a land bank at the end of 2030. The housing trajectories will be monitored and updated on an annual basis through the Annual Monitoring Report and also through roll-forward and further reviews of the Strategic Housing Land Availability Assessment (SHLAA).
35. By contrast, at April 2012 when the methodology for static 5-year supply analysis based on SHLAA guidance precluded counting the allocations in this local plan before it is adopted, the 5-year housing supply positions with 5% buffers were:

- Wider Worcester Area (WWA) 2.34 years
- Malvern Hills (excluding WWA) 4.92 years
- Wychavon (excluding WWA) 4.8 years
- Worcester City 5.07 years

36. When the plan is adopted, the static analysis will be able to count the allocations where completions are expected in the 5-year period.

**Flexibility**

37. The scale of potential housing supply currently forecast in Table 4e is over 200 dwellings more than the policy provision. This currently indicates a modest level of flexibility, but does not include additional windfalls. As expressed, SWDP 3 does not preclude windfalls, small or large, from contributing to housing supply, subject to the SWDP’s policies.

**Contingency planning**

38. House building rates were higher in the period 1996 - 2006. More recently however, rates of housing delivery in the SWDP area have been lower, particularly in 2008 - 2011, reflecting the on-going impacts of economic recession and the housing market downturn. Completions improved in 2011 - 2012. It is prudent to ensure the partner authorities are in a position to respond quickly to changing circumstances. Positive planning measures may be required to help bring forward sites for development earlier in the plan period to ensure a 5-year supply of sites can be sustained.

**Risk Assessment of Obstacles and Constraints for Housing Delivery**

39. The SHLAA already provides an assessment of the risk associated with potential constraints to site delivery. Identified risks (for example policy constraints, infrastructure requirements, ownership constraints and / or marketing constraints) are reflected in the potential phasing of development in relation to site delivery. In accordance with good practice guidance, sites are evaluated in terms of suitability, availability and achievability. Sites that are severely constrained and do not offer reasonable development potential do not form part of the overall housing land supply. The SHLAA is a dynamic process and will, through regular monitoring, be reviewed at least annually to ensure the most up-to-date and relevant site information is included for each identified site and this is carried through into an updated housing trajectory. The adoption of the SWDP will enable its site allocations to be included in the SHLAA analysis of the 5-year housing land supply.

**Engaging with house builders and stakeholders**

40. House builders, developers and other key stakeholders were involved in the development of the SWDP at all preparation stages. Developers, landowners and their agents are actively encouraged to enter into early dialogue with the council through pre-application discussions on potential housing schemes.

**Approach to regular monitoring and review**

41. The SWDP includes policy on the monitoring of development and a commitment to a review by 2019. Housing delivery will be monitored annually through a framework of monitoring indicators and an annual review and the roll-forward of the SHLAA. Evidence of a significant departure from the anticipated trajectory or policy would be reported through monitoring and could trigger an earlier review. The partner authorities will consider what actions to take should the AMR be unable to demonstrate that a sub-area has a continuous 5-year supply (plus 20% buffer) of developable...
and deliverable housing land in existing commitments and allocations. Governance relating to implementation is considered in relation to SWDP 62.

Circumstances in which specific management actions may be taken

42. Policy on the phasing of housing is set out in Table 4c. This takes a longer-term view of housing delivery, with a positive approach to completions. The 2012-based Housing Trajectories, set out in Annex E, are more cautious, reflecting contemporary information from developers and the building industry. Whilst the housing trajectories indicate that completions will start to recover substantially after the local plan is adopted, it is considered appropriate to identify a number of specific management actions to help bring sites forward for development in line with, or sooner than, the arc currently indicated in the trajectory, to move towards the phasing policy ambitions.

43. A number of actions can potentially encourage sites to be brought forward. For example, these could include active engagement in:
   a. Working with house builders / landowners, to identify the main causes of supply problems and where appropriate to act on feedback received.
   b. Production of detailed Planning Briefs and / or area-based Supplementary Planning Documents to increase certainty for developers on the progression of sites through the planning process.
   c. Regular meetings with stakeholders about the major urban extensions.
   d. As part of the preparation of Planning Briefs, indicate different development permutations to accommodate different viability scenarios.
   e. Pre-application discussions with developers, landowner and their agents to increase certainty in the development management process.
   f. Sensitive application of policy where issues around scheme viability have been clearly demonstrated.
   g. Prioritise public sector land.
   h. Seek public sector intervention and potential funding streams through the Homes and Communities Agency.

Employment – creating the conditions for creating jobs

44. Whilst forecasts of economic growth are not as optimistic as those made prior to the recession, the SWDP has made reasonable and appropriate allowance for economic recovery, including housing market recovery. This enables the area to be ready to take advantage of improvements in the economy when they do occur. The economic vision and strategy set out in the SWDP provides the context for making provision for employment land development. The distribution of growth is guided by the spatial strategy.

45. The scale of provision in SWDP 3 (Table 4a) is consistent with NPPF policy and principles on sustainable development, including the need for the SWDP to drive and support sustainable economic development. The provision requirements are targets, designed to enable the partner authorities to take a positive approach to sustainable new development. The scale of provision enables the SWDP to improve choice and provide essential flexibility, making it ready to respond to improved economic circumstances, consistent with the strategy being economic prosperity-led in order to create the right conditions to generate jobs.

46. The intention to review the SWDP by 2019 will enable the partner authorities to respond further to changing circumstances as needed.

47. A comprehensive portfolio of employment land is vital in securing economic prosperity. New employment provision (land and commercial premises) will be located primarily within or adjacent
to the main urban areas. In order to meet these needs, additional job opportunities will be provided in the urban extensions, which will help to reduce commuting distances and ensure new workplaces are accessible by a range of travel modes.

48. Employment development at Worcester Technology Park’s South and North phases will help to maximise the potential job generation provided by this site, which represents a significant sub-regional employment site within the area. Site-specific information is set out under SWDP45/5.

49. The evidence in the Economic Prosperity and Housing Background Papers demonstrates the approach adopted to ensuring the alignment of employment land and housing growth in a plan that proposes an economic prosperity-led planning strategy. Sites have come forward recently and been permitted; the allocated site at Grove Farm, Worcester received permission in 2012, thus providing an important employment opportunity in the west of the city linked to the University of Worcester.

50. The Employment Land Review promoted an approach based on protecting the existing committed supply of readily available sites and encouraging the early provision of the employment land elements of the urban extensions. There is a risk that if the larger urban extension sites are not made available until later in the plan period, there may be a shortfall of employment land in the middle of the plan period. However, the approach to employment land allocations in the NPPF allows allocations to be reconsidered if there is evidence that they are unlikely to be delivered. The NPPF focuses on the need for flexibility in employment land policies. Annual monitoring will report on the achievement of site delivery and other economic indicators.

Retail

51. Retailing is part of the wider economy of south Worcestershire and is a contributor to local economic prosperity. Retail sales and related consumer expenditure in the local area are influenced by population and income, the growth in households, consumer confidence, the local retail offer, competition from other destinations and the ability of local centres to retain their market share. SWDP 3 supports the economic strategy’s focus on:

- Sustaining and regenerating south Worcestershire’s city and town centres as priority areas for regeneration.
- Retaining retail spending in south Worcestershire and increasing leisure and tourism spending / income.

52. The scale and distribution of retail floorspace provision in SWDP 3 is consistent with the evidence, notably the DPDS Retail Study Update (December 2010). This took account of updated retail commitments, sales density, population and expenditure evidence as well as evidence about special forms of trading, so that the forecast growth of retail expenditure per head allows for internet sales. The consequence of the reduction in forecast expenditure growth is that only Worcester (about 9,800 square metres comparison goods) and Malvern (3,600 square metres comparison goods) would have any significant need for additional retail floorspace before 2026. The evidence does not support the need to make additional provision for convenience floorspace.

53. Centres that are able to maintain their market share and thus retain retail spending in south Worcestershire would be a significant achievement. Attracting investment that brings about development will be challenging, particularly during turbulent economic conditions. With less growth in comparison goods to cushion the loss of trade to out-of-centre locations, town centres are likely to be less resilient to such loss. The policies on retail development, including site allocations, support the spatial strategy including the sub-regional role of Worcester and the roles and functions of the other centres identified in SWDP 9. Concentrating the sale of comparison
goods in the centres has advantages. This will include bulky goods, if the centres can accommodate them. These advantages include:

a. Greater convenience for shoppers able to buy a range of goods on one multipurpose trip as well as undertaking related activities.

b. Support for specialist shops and tourist facilities through joint trips.

c. A service for residents, workers and those on low incomes without access to a car.

d. An opportunity to enhance local community facilities.

54. If retail development is located in town centres, any retail development that exceeds the policy figures but which is consistent with the role of the centres and benefits the vitality and viability of the centre would not undermine the spatial strategy. Town centre schemes need to be of sufficient size to achieve viability. Qualitative improvement in the retail offer and environment of centres also helps to make them attractive to residents and visitors and will help them retain their market share.

55. The 2010 evidence concluded that it is more likely that there will be pressure for retail investment in Worcester than elsewhere in the SWDP area as the economy recovers. SWDP 44 proposes site allocations in Worcester city centre that could accommodate substantially in excess of the floorspace requirement indicated by the retail study. Such growth would be consistent with the city centre’s sub-regional role and would also be located in a highly sustainable location for retail development, one accessible by means of sustainable transport. The strength of the city centre lies in its ability to support a wide range of retail uses, from High Street names to small independent shops and markets that help to enhance its character and vibrancy. Being located at the hub of the public transport system, the city centre also provides a sustainable location for other activities such as work, culture, tourism, leisure and relaxation. SWDP 44 provides sufficient flexibility to enable the city centre to be in a position to benefit from economic recovery, respond to landowner / developer ambitions and accommodate unforeseen opportunities in line with NPPF requirements.

56. By supporting the city centre and other town centres, planning policy can help to counter the previous trend towards dispersal, car dependence and inequality of access. However, there will be pressures for out-of-centre development; SWDP 10 sets out policy on retail development outside main centres.

57. SWDP 3 identifies additional retail floorspace supply that relates to meeting local need in the Worcester South Urban Extension (SWDP45/1). As well as reducing the need to travel to other destinations in Worcester, this should reduce the generation of additional traffic flows across key junctions on the A4440 north of the urban extension at St Peters in Worcester.
SWDP 4: Moving Around South Worcestershire

Managing Travel Demand

A. Proposals must demonstrate that the location of development will minimise demand for travel, offer genuinely sustainable travel choices, improve road safety and support the delivery of the Worcestershire Transport Plan objectives.

B. Travel Plans will be required for all major developments\(^\text{10}\). These must set out measures to reduce the demand for travel by private cars and stimulate cycling, walking and public transport through agreed targets and monitoring arrangements.


Providing alternative modes of travel

D. Priority will be given to improving public and community transport provision, walking and cycling infrastructure during the plan period. All new developments will be expected to contribute to the provision of sustainable transport infrastructure either through direct investment in facilities or by financial contributions.

E. In order to promote more transport choice in rural areas, community transport and innovative transport projects, including those that promote the use of new vehicle technology, will be encouraged in conjunction with new development proposals.

F. All town centre development will need to show that the needs of alternative powered vehicle users have been considered.

Delivering transport infrastructure to support economic prosperity

G. The following major transport schemes, as identified within the Worcestershire Local Transport Plan 3, will be prioritised:
   i. Worcester Transport Strategy Phase 1;
   ii. Worcestershire Parkway;
   iii. Evesham Abbey Bridge;
   iv. Urban transport packages for the towns of Malvern, Tenbury Wells, Upton upon Severn, Pershore, Evesham and Droitwich Spa.

H. Development proposals that are likely to prejudice the future development of these strategic transport schemes, or that have an adverse impact on existing or proposed public transport facilities and the implementation of identified highway improvements or traffic management schemes such as those along the A4440 (Southern Link) at Worcester, will not be permitted.

I. With respect to growth at Worcester, the highway authority has indicated that the Worcester Transport Strategy Phase 1 only addresses existing transportation needs at 2010 along with projected background growth for travel demand. The implementation of 9,400 dwellings and 120ha of employment land up to 2030 will therefore be dependant upon the development and satisfactory implementation of additional elements of the Local Transport Plan 3 Worcester Transport Strategy, including:

\(^{10}\) For residential uses major is defined as 10 units or more. For all non-residential uses, major is defined as exceeding 1,000 sq. m. (net) floorspace. The agreed targets within a Travel Plan will reflect the potential of the end use to offer realistic travel choices.
i. Partial dualling of the Southern Link Road;
ii. Multi-modal enhancements on all the remaining key radial and orbital transport corridors in Worcester City;
iii. Additional walk and cycle route enhancements;
iv. Upgrade of Worcester Shrub Hill station and associated improvements to the local highway network;
v. Smarter Choices (Choose How You Move) measures at all new developments (traffic generation increases by approximately 10%11 without these measures).

J. The following sites and corridors, as shown on the Proposals Map, will be safeguarded from any development that might prejudice future enhancements to the local and national rail network:
   i. Worcestershire Parkway Station;
   ii. Cotswold and Malvern Line;
   iii. Droitwich Spa to Stoke Works;
   iv. Stratford to Cheltenham Line including the former Chord Lines at Honeybourne Junction;
   v. Transport Assessment Strategy;

K. Transport Assessments must be carried out to the requirements of Worcestershire County Council and as set out in the Local Transport Plan 3 and associated supporting policies and guidance including:
   i. Local Transport Plan 3 Development Control (Transport) policy;
   ii. Worcestershire County Council Guidance on Transport Assessments and Statements;
   iii. Worcestershire County Council Highway Design Guide;
   iv. Worcestershire County Council Sustainable Urban Extension Developments Transport Requirements.

Car parking standards

L. Locally determined car parking standards will apply to all development proposals, which will be set out in Supplementary Planning Documents.

Implementation

M. Financial contributions from development towards strategic transport infrastructure will either be secured through the Community Infrastructure Levy charging schedule or the Developer Contributions Supplementary Planning Document as appropriate to the circumstances of the development. New development will need to be incorporated into a co-ordinated infrastructure and service delivery programme agreed with the south Worcestershire authorities and Worcestershire County Council. The Infrastructure Delivery Plan provides additional guidance about how this co-ordination will be achieved. Where appropriate site-specific transport improvements may be sought through s.106 or other agreements in accordance with Worcestershire County Council’s Highway Design Guidance.

Reasoned Justification

1. Worcester city centre is the largest destination in the sub-region in terms of the number of vehicle trips in south Worcestershire; this is reflected in levels of traffic congestion both within and around the city. Its location is supported by wider strategic transport infrastructure and access to the national motorway network. The River Severn constrains east / west movements through south Worcestershire and is a significant contributor to congestion on the A4440 Southern Link Road around Worcester, which is one of only two vehicle crossing points within the vicinity of the city.

2. Integrated investment in transport infrastructure, services and Smarter Choices measures (Choose How You Move) across all modes of transport will be required to accommodate the growth in travel demand without increasing travel times, congestion and costs and thus undermining economic performance. This will require an efficient strategic highway network, excellent access to improved regional and inter-city rail services, a convenient and efficient urban passenger transport network and high-quality cycle and walk routes for shorter distance journeys, particularly in urban areas. The SWDP provides the main opportunity for the partner authorities to contribute to the implementation of this network. The Worcestershire Local Transport Plan 3 and associated policies and overarching strategies (including the Worcester Transport Strategy) provide the basis on which to develop and deliver this network.

3. The rural nature of most of south Worcestershire means that travel is highly diverse in terms of the origin and destination of trips, although most commuting takes place within south Worcestershire itself. Rural residents are more reliant on the use of cars than those in the urban areas and the needs of the ageing population in rural areas will be increasingly difficult to meet as the numbers of residents without access to personal transport rises. More demand-responsive forms of public and community-based transport, such as community buses, will be required if the needs of these residents are to be met. The SWDP aims to improve transport choice to enhance rural accessibility in the area. Improved access to new technology (such as broadband) may help to reduce rural isolation without increasing travel demand.

4. Worcestershire has a mature economy, with well-established transport networks and connectivity between economic centres already in place. Worcestershire’s Local Transport Plan 3 suggests that investment should be focused on enhancing the performance of existing transport networks, particularly where journey times and costs are increasing through investment in highways and rail network capacity and reliability ‘pinch points’. There are some areas in south Worcestershire where investment in transport infrastructure and services has been insufficient to deal with rising demand; unless addressed this will have an even greater impact on the area’s future growth and competitiveness.

5. There are a number of important inter-urban routes where peak period congestion is experienced, resulting in journey time unreliability and delay:
   - Droitwich Spa – Ombersley – Tenbury Wells (A443).
   - Worcester – Droitwich Spa – M5 Junction 5 – Bromsgrove (A38).

6. Investment in highway / rail infrastructure and services is required if these routes are to be capable of supporting economic growth. Within Worcester city all the major radial routes are subject to congestion and journey time unreliability, particularly during peak periods. It is vital that the transport infrastructure and services along these routes are improved so that they do not hinder
economic performance. This investment must be implemented in conjunction with other measures including Smarter Choices, Travel Plans and improved information and ticketing systems.

**Sustainable travel**

7. Traffic congestion is a major cost to the local economy and negatively affects air quality within urban areas. A significant change in travel patterns and travel behaviour is necessary. This will not be achieved unless new homes are accompanied by increased investment in local services, employment opportunities and improvements to walking, cycling and public transport infrastructure, services and information systems.

8. There is a growing need to adopt policies that ensure the closer integration of land use and transportation planning, to help manage demand on the local transport network. This will also help reduce the impacts of new development and make full use of existing transport infrastructure and services. The SWDP’s overarching development strategy seeks to focus new development largely within the urban areas and in villages / settlements that have good access to local services, or where services can be enhanced through development (SWDP 2), in order to minimise transport movements.

9. Worcestershire County Council has developed Requirements for Transport Assessment Guidelines\(^\text{12}\), which should be taken full account of in major development proposals. Developers will be required to submit a technical note alongside their application to set out how the Assessment Guidelines have been considered.

10. Actively managed and adequately funded travel plans are essential. Travel plans should be seen as an integral part of the wider implementation of an area’s sustainable transport strategy. Plans must be robust and enforceable, to ensure that development is delivered that is sustainable in terms of its transport requirements. Travel plans will be required for all major developments and should set out targets and monitoring arrangements to ensure sustainable travel patterns are maintained. All travel plans must involve the development of explicit and agreed outcomes linked to an appropriate package of measures. As set out in the Local Transport Plan 3, Worcestershire County Council will commit to using bonds to enforce the delivery of effective travel plans for residential, commercial and industrial development sites.

**Worcestershire Local Transport Plan 3 (LTP3)**

11. This provides the policy and strategy context for major transport projects to enable Worcestershire County Council to bid for additional Government funding. It also provides a context within which developer contributions can be guided.

12. Detailed plans for the implementation of transport infrastructure will come forward during the lifetime of the LTP3 and these will be developed so that the proposals taken forward have a strong business case and thus represent value for money. The LTP3 Scheme Appraisal Framework will guide Worcestershire County Council’s capital spending, which includes s.106 funding and grant allocations to optimise value for money.

13. The Worcester Transport Strategy provides the LTP3 with the short, medium and long-term transport strategy for the city. Without increased transport capacity across all modes of transport, Worcester's ability to grow and remain as a key economic centre for the sub-region will be significantly constrained. The full package of schemes within the Worcester Transport Strategy has been split into phases to ensure that appropriate Major Scheme Bid submissions can be prepared,

\(^{12}\text{Worcestershire Requirements for Transport Assessments and Statements, March 2011}\)
which are compatible in terms of the types of schemes being proposed, the timescales for delivery and in meeting the funding requirements of the Department for Transport.

14. The first phase of the Worcester Transport Strategy, a proportion of which has secured Department for Transport funding, is intended to address some of the existing transport problems in Worcester and comprises the following:

a. Junction capacity enhancements on the A4440, Southern Link Road.

b. Enhancements to road junctions, passenger transport facilities and information systems, cycling and walking infrastructure along five multi-modal key corridors in Worcester, delivering benefits in terms of congestion traffic flows, journey times, safety and accessibility.

c. Upgrades to Worcester Foregate Street and Malvern Link stations.

d. Implementation of an Intelligent Transport System Scheme.

e. Smarter Choices measures funded from developer contributions and not major scheme bids.

15. The Phase 1 package of measures will not, on its own, be sufficient to deliver the level of development set out in the SWDP. However, its implementation is essential to allow for the further investment in transport infrastructure and services needed to accommodate the increased travel demand associated with future development proposals. Subsequent phases of the Transport Strategy will include further significant investment in:

a. The strategic highway network, including the A4440, A38 and A449 and in the longer term the North West Link Road.

b. The local highway network as part of the key approach corridors.

c. Walk, cycle and passenger transport infrastructure and services along additional key corridors.

d. Additional Smarter Choices measures.

e. Further enhancements to city centre public realm.

f. Worcestershire Parkway Station.

g. Shrub Hill station enhancements.

16. Worcestershire Parkway is considered to be a Strategic Transport Scheme with benefits that extend well beyond the south Worcestershire area. The poor quality rail service between Worcestershire stations and locations served by the Birmingham - Cheltenham - Gloucester - Bristol and Cardiff main lines is exacerbated by the lack of direct access to cross-country services. The proposed Worcestershire Parkway development would help to address this issue and improve access to national rail services, significantly improving local economic competitiveness. The benefits of the proposed new station include:

a. Direct access for south Worcestershire residents and businesses to long distance InterCity cross-country rail services, with consequent reductions to journey times and costs.

b. Improved accessibility to both United Kingdom and international markets for south Worcestershire businesses.

c. Improved access to Worcester – Oxford – London rail services, thus reducing the impact of limited car parking at existing stations, which deters rail use on this route.

d. Increasing the attractiveness of rail for journeys to London and the South East and associated business markets and international transport hubs such as Heathrow and St Pancras.

f. Reduced journey times to Birmingham, Bristol and further afield.

17. The LTP3 South Worcestershire Rural package covers the key inter-urban links across all modes of transport. The key corridors include:
   - A44 (Oxfordshire) - Evesham - Pershore - Worcester – Herefordshire.
   - A443 / A4133 Tenbury Wells - Worcester (M5 Junctions 5 and 6).
   - A449 / A4440 Herefordshire - Malvern - Worcester (M5 Junction 7).
   - A38 Wychbold (M5 Junction 5) - Droitwich Spa - Worcester – Gloucestershire.

18. It will also set out urban transport packages for the main towns in Worcestershire - Malvern, Tenbury Wells, Upton upon Severn, Evesham, Pershore and Droitwich Spa, which will be defined in more detail during 2012 /13 – 2013 /14.

19. New developments are expected to contribute significantly towards the funding of the Worcester Transport Strategy and the LTP3 urban and rural packages. This is considered essential to deliver sustainable growth and is also consistent with the aims of both plans.

**Delivering Major Transport Schemes across South Worcestershire**

20. The Worcestershire Local Enterprise Partnership has identified the following transport-related priorities:
   a. To deliver the largest sites and related transport infrastructure needed to secure economic growth and a low carbon economy.
   b. To deliver the right infrastructure for business – improving access from the M5 to the Malvern Hills Science Park and QinetiQ and creating better access for our strategic businesses and their supply chains.

21. The Worcestershire Local Investment Plan has specified that where resources for infrastructure are scarce, priority will be given to schemes and investment that support an area’s economic prosperity. In addition to the LTP 3 schemes set out above, regard will also be had to transport priorities that may emerge through the plan period. This is consistent with the aims of the Worcestershire LTP3 and the Worcester Transport Plan.

22. The County Council and partner authorities will need to continue to work in partnership with organisations such as the Highways Agency, Network Rail, the Department for Transport and train operating companies to promote and develop schemes such as Worcestershire Parkway and secure improvements to M5 Junctions 5, 6 and 7.

23. The provision of transport infrastructure schemes and improvements associated with development proposals will need to demonstrate that the risks associated with environmental impact have been taken into account; for example that flooding and climate change impacts have been assessed in accordance with Environmental Impact Assessment requirements. They will also need to demonstrate that they have minimised disruption to the existing strategic transport network and considered the potential impact on the area’s economy and local communities. However, it is the partner authorities' aspiration that the majority of strategic transport infrastructure, services and Smarter Choices measures identified within the Worcester Transport Strategy and south Worcestershire elements of the LTP3 should be committed to in accordance with SWDP 7.

**Parking policy**

24. Traffic and parking management measures can improve significantly the efficiency of transport networks, reduce pollution associated with traffic congestion and help to improve air quality.
Worcestershire LTP3 places an emphasis on working with partners to ensure that parking in city and town centres is biased towards short-stay use, to encourage a high turnover of shoppers that will boost economic activity. Traditional park and ride facilities with a standalone service exist, for example at Sixways and Perdiswell in Worcester. Long-stay car parking, mainly associated with commuting, will be addressed through the provision of parking hub sites at peripheral locations wherever practicable. Whilst parking hubs may facilitate park and ride, the preferred approach is to focus on the delivery of commercially-operated bus services; for example, services that link urban extensions to Worcester city, in particular the city centre, which are of a quality and a level of service sufficient to deliver a higher number of journeys by public transport.

25. Within the rural areas, where communities are more reliant upon the private car due to more limited transport choices, consideration will be given to a more flexible approach to the application of parking standards, based on site assessment and location.

26. The partner authorities will work with Worcestershire County Council to develop locally specific parking standards through the LTP3 and Supplementary Planning Documents. Standards will be based on capacity and pricing reviews which must also consider carefully the impact on the regeneration of Worcester city and the main / other towns as specified in SWDP 2.

27. Parking standards within new development should:
   a. take account of the requirements outlined in the ‘Parking Standards in New Development’ Supplementary Planning Document.
   b. make the most efficient use of the site’s developable land; and
   c. support the development’s travel plan, associated mode share forecasts, measures to encourage maximum use of sustainable modes of transport and proposed transport network mitigation measures.

28. The appropriate number of car parking spaces required will depend on a number of factors including location, accessibility to non-car transport infrastructure, local on-street car parking capacity and highway safety along with the need to make the most efficient use of land.

**Phasing and Implementation of Transport Infrastructure**

29. The funding to deliver transport infrastructure is likely to come from a variety of sources during the plan period. This is addressed in more detail in Annex I. It is anticipated that a funding gap is likely to be identified relating to transport infrastructure. It is clear that without substantial funding contributions from alternative sources, including the private sector, many of the strategic transport schemes that are required to underpin new development in the area will not be deliverable.

30. Annex I of the SWDP considers the funding mechanisms being used to determine how transport infrastructure will be prioritised, phased and implemented. Potential funding sources include:
   a. Community Infrastructure Levy.
   b. Other developer contributions.
   d. Sustainable Transport Fund.
   e. Local Transport Capital Settlement.

31. LTP3 sets out the County Council’s position as the Local Transport Authority, which justifies the appropriate levels of financial contributions towards transport infrastructure and services that will be sought from developers.

32. Developers will be required to demonstrate that they have given appropriate consideration to the potential impacts of development on the wider and strategic transport network, including that
managed by Worcestershire County Council, the Highways Agency and Network Rail. In particular, the impact on the safe and efficient operation of Junctions 5, 6 and 7 of the M5 will require detailed consideration as strategic developments come forward within the plan period.

33. The phasing of major highways or sustainable transport improvement schemes has been considered and integrated within the delivery programme as set out in the Implementation Plan. It is acknowledged that it will not be possible to provide all necessary infrastructure prior to new development taking place, due to the limited availability of large-scale funding. However, it is an aspiration of the south Worcestershire authorities that the majority of strategic infrastructure identified within the Worcestershire LTP3’s Major Scheme bids linked to the proposed development of large sites should be committed to prior to agreeing a final phasing plan for these developments.
SWDP 5: Green Infrastructure

A. In order to help deliver the aims and objectives of the Worcestershire Green Infrastructure Strategy\(^{13}\) (WGIS), the following is required for housing proposals (including mixed use):

i. For greenfield sites exceeding 1ha gross - 40% Green Infrastructure\(^{14}\);

ii. For greenfield sites of less than 1ha but more than 0.2ha – 20% Green Infrastructure\(^{15}\);

iii. For brownfield sites within the urban areas – no Green Infrastructure\(^{16}\).

B. The precise form and function(s) of Green Infrastructure (GI) will depend on local circumstances and WGIS’ priorities and must be agreed with the Local Planning Authority in advance of a planning application. Effective management arrangements must be clearly set out and secured.

C. Development proposals that would have a detrimental impact on the Strategic Green Infrastructure corridors, as identified on the Proposals Map, will not be permitted unless the following can clearly be demonstrated:

i. The proposal is for a local community-backed use that does not compromise the accessibility, connectivity and function of the GI or;

ii. A robust, independent assessment of community and technical need shows the specific GI typology to be surplus to requirements in that location; and

iii. Replacement GI of at least equal community and technical benefit is secured.

D. In appropriate cases, this could include a development contribution towards improvements to the Investment Priority Areas as identified on the Proposals Map.

E. All qualifying development is required to contribute towards the maintenance, improvement and connectivity of the local Green Infrastructure network as defined on the Proposals Map.

Reasoned Justification

1. The NPPF (paragraph 9) recognises that sustainable development requires environmental improvements. The planning system has to perform an effective environmental role in the pursuit of such development. Green Infrastructure (GI) offers a wide range of economic, environmental and social benefits; for example:

i. helping to mitigate extreme temperatures;

ii. flood mitigation;

iii. habitat protection and creation;

iv. pollution amelioration;

v. property value enhancement; and

vi. stimulating inward investment;

amongst others.

In most cases planning for the protection, enhancement or inclusion of GI can deliver more than one benefit simultaneously. With regard to the overall quality of life, the promotion of active

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\(^{13}\) The Worcestershire Green Infrastructure Strategy (2013) is informed by the Worcestershire Green Infrastructure Framework (2012) and the Worcestershire Landscape Character Assessment (2012) [webpage].

\(^{14}\) Excluding private gardens.

\(^{15}\) Excluding private gardens.

\(^{16}\) Excluding private gardens. In some cases some required infrastructure (e.g. SUDS) will perform a Green Infrastructure role.
lifestyles and the encouragement of business investment, the availability of accessible high-quality Gi is a positive and significant factor.

2. The Worcestershire Green Infrastructure Framework is being used to inform the emerging Worcestershire Green Infrastructure Strategy. This identifies the Gi framework for Worcestershire and the most appropriate actions (protect, enhance and / or restore) deemed necessary to maximise its multi-functional benefits, which are those main areas of Gi most critically in need of enhancement. The WGIS also shows where and what investment in strategic Gi is needed.
SWDP 6: HISTORIC ENVIRONMENT

A. South Worcestershire’s historic environment is a valuable, finite and irreplaceable resource, which is central to the character and identity of the area. It has a crucial role in supporting sustainable development through enhancing the quality of life of those currently living in and visiting the area and for generations to come, as well as delivering wider economic benefits through tourism and uplift in related development benefits.

B. To sustain the historic character, sense of place, environmental quality and economic vibrancy of south Worcestershire, development proposals should conserve and enhance those aspects of the historic environment that are recognised as being of significance for their historic, archaeological, architectural, or artistic interest and their contribution to the character of the landscape or townscape.

C. Development proposals will be supported where these sustain and enhance the significance of heritage assets, including their setting; particularly:

i. Designated heritage assets, i.e. listed buildings, conservation areas, scheduled monuments, registered parks and gardens and registered battlefields, as well as undesignated heritage assets as identified in local lists and heritage assets recorded in Historic Environment Records (as shown on the Proposals Map);

ii. The wider historic landscape of south Worcestershire, including locally distinctive settlement patterns, field systems, woodlands and commons and historic farmsteads and smallholdings;

iii. Designed and other landscapes, including historic parks and gardens, historic cemeteries, churchyards, public parks, urban open spaces and industrial, military or institutional landscapes;

iv. Archaeological remains of all periods from the earliest human habitation to modern times;

v. Historic transportation networks and infrastructure including roads and trackways, canals, river navigations, railways and their associated industries;

vi. The civic, religious and market cores of South Worcestershire’s towns and villages with their wide variety of building styles, materials and street and plot patterns.

D. In addition to designated assets, south Worcestershire possesses a wealth of heritage assets of local significance and a variety of building styles and materials. The informed management of this resource will benefit current and future generations, with its importance being recognised in legislation and policy.

Reasoned Justification

1. South Worcestershire’s historic environment encompasses a wealth of evidence from various periods. Prehistoric and Romano-British settlement and ceremonial remains are widely distributed and often extensive in the Severn, Avon and Teme valleys, which also contain important palaeoenvironmental deposits. These are juxtaposed with prehistoric hill forts on higher ground, such as the Malvern Hills and Bredon Hill. Some earlier settlements, including the major urban centre of Worcester, continued to develop through the medieval and post-medieval periods. The medieval period saw the development of the main market towns, followed by Malvern during the 19th century. Varying influences and uses include market functions, monastic and Church ownership and the later development of spas.

2. The villages and hamlets are mostly of medieval or earlier origin. Many of them have surviving medieval assets, such as the parish church, moats, ponds and extensive earthworks. All are set
within a landscape that is characterised by diverse and important historic field systems, punctuated by ancient and semi-natural woodlands, commons and historic parklands. Dispersed settlements and farmsteads dominate the west of the area, with nucleated villages and clustered farmsteads characteristic of the south-east. The rivers formed important transportation networks, linking with roads and tracks, 18th and 19th century canals and latterly the railways.

3. Designed landscapes include parks, both private (e.g. Croome Park) and public (e.g. Priory Park, Malvern, or Lido Park, Droitwich Spa). As well as landscape interest, these heritage assets have significant architectural and archaeological interest and often contain other monuments and memorials.

4. Proposals for development should have regard to the locally distinctive character of south Worcestershire and appropriate weight will be given to those characteristics identified when determining proposals. Historic Landscape Characterisation studies have been produced for Worcestershire. These provide an evidence base to inform assessments of local distinctiveness and heritage value of historic landscapes and the heritage assets they contain.
SWDP 7: INFRASTRUCTURE

A. The Local Authority will work closely with its partners, especially the County Council, to bring forward the necessary and proportionate crucial infrastructure that is required in order to deliver the Spatial Strategy as set out in the Plan.

B. The current assessment of crucial infrastructure requirements is set out in Annex I to this Plan and is explained in more detail in the South Worcestershire Infrastructure Delivery Plan.

C. Development will be required to provide or contribute towards the provision of infrastructure needed to support it. Developers will also need to contribute towards community benefits related to the development.

D. Where new infrastructure is needed to support new development, the crucial infrastructure must be operational no later than the appropriate phase of development for which it is needed.

E. The council intends to introduce a co-ordinated Community Infrastructure Levy by March 2014.

F. The partner authorities intend to explore a range of funding mechanisms in order to finance necessary and proportionate crucial infrastructure and these are set out in more detail in the Infrastructure Delivery Plan.

Reasoned justification

1. An assessment of crucial infrastructure requirements has been carried out by the partner authorities in close consultation with Worcestershire County Council. The County Council is also preparing a strategic and complementary assessment of infrastructure requirements across the whole of Worcestershire. Following consultation in late 2012 the intention is for the County Council to finalise an “Infrastructure Strategy for Worcestershire” by spring 2013. This is in parallel with the intended timetable for the publication of the submitted formal version of the SWDP and its supporting Infrastructure Delivery Plan (SWIDP) in spring 2013. There is also on-going consultation with the Worcestershire LEP by the County Council and partner authorities in order to secure maximum alignment on the priorities for crucial infrastructure in south Worcestershire.

2. As explained in the Introduction to the SWDP, the south Worcestershire councils are committed to securing a close understanding of all the issues relating to infrastructure. With this in mind the SWIDP sets out the requirements for physical infrastructure (including transport), social infrastructure (including education) and Green Infrastructure. This is then explained in a section on Spatial Infrastructure, listed by settlement and area. The SWIDP is a “living document” and it will be updated again by spring 2013 to support the version that is to be submitted to the Secretary of State.

3. Early work has commenced on the Community Infrastructure Levy in that a viability study has been prepared for the whole of Worcestershire by Worcestershire County Council working in partnership with all six district councils. Further work will be required by the partner authorities in 2013 to progress towards the programmed introduction of a co-ordinated Community Infrastructure Levy by March 2014. For the purposes of clarity, the partner authorities still envisage s.106 contributions (and associated agreements) being required in the post - April 2014 period. Further information on this will be set out in the spring 2013 Infrastructure Delivery Plan, which will also consider the full range of funding mechanisms needed to deliver the crucial infrastructure required in south Worcestershire.
SWDP 8: Providing the Right Land and Buildings for Jobs

A. The majority of new employment provision (land and commercial premises) will be allocated within or adjacent to the main urban areas, including the proposed urban extensions, in order to provide opportunities to reduce commuting distances and to ensure workplaces are accessible by a range of travel modes. Land will be allocated for employment-generating uses, principally for Class B uses. However, proposals that clearly demonstrate the potential for job creation and investment will be welcomed. Such uses should not undermine or constrain the main purpose of the employment allocation. Proposals for retail and leisure uses on allocated employment sites will be supported providing they are related in scale and use to the primary employment focus of the site.

B. Worcester Technology Park (Phase II, shown on the Proposals Map) will maximise the potential job generation provided by Phase I. Phase II will be limited to Use Classes B1 and B2 only.

C. To support the aims of the Worcestershire Economic Strategy, land at the Malvern Hills Science Park and the Malvern Technology Centre (QinetiQ) as shown on the Proposals Map will only be released for new B1(b) use class floor space. This is to ensure the provision of additional incubator and research facilities within acceptably close proximity to the established research and development facilities already concentrated at Malvern and to maintain capacity within south Worcestershire for future research-based employment.

D. Major office developments will be directed to Worcester city centre in the first instance and then to locations within the town centres of Malvern, Evesham and Droitwich Spa, subject to the requirement of SWDP 2 that development should be appropriate to the needs of the specific settlement.

E. Sites allocated to help deliver economic prosperity and meet anticipated employment land requirements for B1, B2 and B8 uses are identified in SWDP 43 - 58 inclusive. Phasing of these sites is included in SWDP 62: Implementation, Phasing and Monitoring Plan.

F. In addition to the sites allocated specifically for new employment uses, the provision of employment land and the conversion of existing buildings to support job creation in other parts of south Worcestershire and especially in the most rural parts of the area will be supported providing:

i. The development supports an existing business or new enterprise of a scale appropriate to the setting and host community;

ii. The development will not undermine the Sustainable Development Principles set out in SWDP 1.

G. SWDP 12 provides additional guidance for employment uses in rural areas

H. Existing businesses including those in vulnerable sectors will be supported by considering alternative uses for existing employment land and buildings only when:

i. The continued use of the buildings, or their redevelopment for employment use, is not viable (in physical, operational or commercial terms) and this is supported by robust evidence. As a minimum, this evidence would include:

- Details of the realistic and appropriate marketing of the premises, leasehold and freehold for at least two years\(^{17}\);

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\(^{17}\) Further details of what will be expected during the marketing period are set out at Annex F.
• A financial appraisal that demonstrates that redevelopment for any employment use is unviable and will remain unviable for at least five years.

ii. The proposed alternative use would deliver a clear community benefit;

iii. The proposed use would be compatible with adjacent land uses and not prejudice the amenity, viability or future development of other businesses.

I. Some *sui generis* uses such as builder’s merchants, car show rooms and waste or recycling facilities will be considered on their merits and will generally be supported on existing employment sites or on allocated employment sites not identified for a particular use or class of uses.

J. The Local Authority considers that the provision of live / work units can help support small and start up businesses as well as provide sustainability benefits particularly in the more rural parts of south Worcestershire. Live / work units may be a suitable use for redundant rural buildings and afford opportunities for farm diversification subject to compliance with other SWDP policies, particularly SWDP 12 – Rural Employment.

K. Proposals for live / work accommodation will therefore be supported providing:

i. The residential use is clearly ancillary with floor space split at least 60% employment and no more than 40% residential;

ii. The residential accommodation contains no more than three bedrooms;

iii. The residential and work spaces are entirely separate with separate entrances and toilet facilities;

iv. Where viable, affordable housing, in accordance with SWDP 15, is included within the development;

v. All units have access to superfast broadband or equivalent infrastructure;

vi. Proposals for 10 or more live - work units should include provision for shared business services, i.e. meeting rooms and basic office services;

vii. For developments of ten or more live - work units direct access can be provided from the development onto the primary road network (A or B classified road);

viii. Where more than one unit is developed no in-curtilage parking is provided, with all parking provided on a shared basis and in accordance with an agreed scheme supported by the Highway Authority. Off-street loading and servicing facilities will be required;

ix. The proposed use does not involve the sale of goods to visiting members of the public or fall within the A3, A4, A5, B2, C1, or C2 use classes. The approved use will be controlled by planning condition and owners will be required to enter into a legal obligation (s.106 agreement) controlling the use of the premises and other relevant matters such as the number of non-resident employees who can work at the premises;

x. The completed development will not benefit from any permitted development rights for change of use of all or part of the premises or for residential extensions.

**Reasoned Justification**
1. Delivering economic prosperity is the overriding aim of the SWDP. The policy reflects the ambition of partner authorities and the Worcestershire Local Enterprise Partnership to deliver a robust local economy.

2. The south Worcestershire economy exhibits high levels of economic and entrepreneurial activity. Its diversity ranges from traditional and marginal agricultural activities to high technology research and manufacturing businesses. These include a range of services, from call centres to sophisticated logistics and business service providers. The range of business premises in south Worcestershire reflects this diversity, from basic storage facilities in converted agricultural buildings through to modern purpose-built business parks and manufacturing facilities.

3. The diversity of the local economy is characterised not only by a strong focus on employment opportunities within the main urban areas but also on a number of employment areas and small businesses, including home-work/live-work arrangements, dispersed throughout the rural areas. Home working accounts for over 11% of all employment in south Worcestershire. There is a need to continue to diversify the local economy to create a wider employment base so that south Worcestershire is less vulnerable to international and national economic changes.

4. The technical evidence points to the need to allocate land principally for B1 and B2 uses. The SWDP is not supportive of proposals that would jeopardise the delivery of this but does encourage other employment-generating uses such as leisure and retail.

**Malvern Hills**

5. The local economy of Malvern Hills District has relied upon both agriculture and the defence industry, both of which have declined in recent years. Improving the economic prospects and quality of life for those living in the rural north and west of the district is especially important to the achievement of sustainable development objectives underpinning this Plan. Malvern will play a crucial role in the delivery of the Worcestershire Economic Strategy objectives because of its well-established science and research base, including QinetiQ and the Malvern Hills Science Park.

**Wychavon**

6. Agriculture, horticulture, food processing and distribution remain a very important part of the local economy of Wychavon particularly in the Vale of Evesham. Higher value and higher skilled jobs are concentrated at the business parks at Vale Park (Evesham), Keytec (Pershore) and Stonebridge Cross (Droitwich Spa). While Wychavon does attract some of the highest earners in Worcestershire, securing employment sites to provide high-quality jobs for local residents remains a significant challenge. Many higher-paid residents work from home or commute to locations outside the area.

**Worcester**

7. Worcester is the county town and main sub-regional centre for public and professional services, which is the main reason why the city is a net importer of commuters. Worcester has economic activity levels that are higher than the national average. Worcester residents have higher than average earnings, but Worcester salaries are lower than the national average. The contradiction implied by these facts is the result of some residents commuting long distances, principally to Birmingham / M42 Corridor and other centres for higher-paid jobs.

8. Historically, Worcester was a manufacturing centre and it retains a stock of older industrial/commercial premises. Much of the previously developed land it contains is contaminated, reflecting its engineering past. More modern commercial property is located mainly on the northern edge of the city.

9. The difference in land values between residential and commercial use is greater within the city; together with national planning policy’s emphasis on housing delivery and brownfield re-
development, this is resulting in the loss of older and cheaper commercial property. This has an adverse impact on marginal sectors that cannot afford higher rents associated with newer premises and leads to a loss of locally significant low-value businesses and employment opportunities suitable for semi- and unskilled workers, as businesses are forced to relocate to cheaper locations outside the city.

**South Worcestershire**

10. The South Worcestershire Employment Land Review (GVA Grimley 2008) predicted that Worcester will benefit from an increase in manufacturing employment, Wychavon will benefit from an increase in warehouse-based employment and all three south Worcestershire districts will benefit from an increase in commercial service-related employment over the next twenty years.

11. South Worcestershire benefits from tourism, given its high-quality setting, attractive natural and built environment, historic sites and major attractions and its links with famous people and products such as Worcester Cathedral, Royal Worcester Porcelain, Worcestershire Sauce, Morgan Cars and Edward Elgar. More than 10,000 local jobs are provided by tourism-related activities in south Worcestershire. SWDP 34 provides policy guidance on tourism-related developments.

12. Commuting patterns have changed over the years and are now more dispersed. In particular, people now tend to live in rural areas and work in towns. In addition, they live in, or retire to, rural areas but use facilities and services in urban areas. Accommodating and encouraging appropriate employment development in rural areas can help reduce commuting to urban areas and assist in establishing rural sustainability. More specific guidance on the provision of rural employment space is contained in SWDP 13.

13. Existing employment areas have come under sustained pressure to accommodate various non-employment uses (including housing, retail and leisure), due to their higher land values, the absence of suitable sites elsewhere and the difficulties of accommodating certain uses within residential, town centre or rural areas. There is a limited supply of land suitable for all uses within south Worcestershire. The growing economy / population means that the pressure to change the use of existing employment premises to higher value uses is likely to continue and intensify. The continued loss of employment land will clearly harm South Worcestershire’s sustainable growth ambitions. The Roger Tym and Partners Employment Land Review in 2010 did not identify a significant number of commercial premises or sites that were unsuitable for continued employment use. Guidance about marketing commercial property before consideration will be given to an alternative use is provide in Annex F. Existing levels of development in south Worcestershire’s city and town centres means that it is very difficult to replace employment sites that are redeveloped for alternative uses. The SWDP sets out both positive policies and employment land and retail allocations to address these economic and property-related issues listed above.

14. Business activity and its associated development follow economic cycles that are shorter than this plan period. It will be necessary therefore to undertake regular reviews of the evidence base used to support the planning policies that promote the economic success of the sub-region; this will ensure they remain robust and appropriate in often rapidly changing economic circumstances.
SWDP 9: Creating and Sustaining Vibrant Centres

A. New retail, leisure and tourism development that contributes to the vision for south Worcestershire as a high-quality sustainable network of urban and rural settlements will be promoted and supported. Retail and other town centre development will be of a scale appropriate to its location and will not compromise the retail and settlement hierarchy of the SWDP (set out in SWDP 2) and its sustainable development principles (outlined in SWDP 1). Proposals should respect the character and environment of the centre, including any special historic, architectural or archaeological interest.

B. Measures to secure the vitality and viability of existing town centres as defined on the Proposals Map (Worcester, Droitwich Spa, Evesham, Malvern, Pershore, Tenbury Wells and Upton upon Severn) will be set out in supplementary planning documents, neighbourhood plans (town plans) and local development orders. These measures will include environmental enhancements and activities that seek to improve the visitor experience.

C. Hotel developments that enhance the visitor experience and demonstrate that they will support an increase in average visitor length of stay and/or average visitor spend will be supported.

D. Proposals for retail or leisure facilities will need to demonstrate that they are:
   i. Meeting an identified need, including the needs of disadvantaged rural and urban communities and those of the growing population of south Worcestershire;
   ii. Not detrimental to the settlement/retail hierarchy set out in SWDP 2;
   iii. Increasing the quality and range of shopping available in the centres, as well as contributing to a comfortable, safe, attractive and accessible environment;
   iv. Making full use of the premises avoiding vacant floors over shops and providing a separate entrance for office or residential use of upper floors.

E. Proposals that work to promote a stronger evening and night-time economy that is safe, balanced and socially responsible will be supported. Development that will either individually or cumulatively create an unacceptable impact on neighbouring uses or is likely to increase evening or night time disturbance will not be permitted.

Reasoned Justification

1. The Government’s fundamental objective for town centres is to promote their vitality. Local planning authorities should, amongst other things:
   a. Recognise town centres as the heart of their communities and pursue policies to support their viability and vitality.
   b. Define a network and hierarchy of centres that is resilient to anticipated future economic change.
   c. Define town centre boundaries based on a clear definition of primary and secondary frontages and set clear policies outlining which uses will be permitted in these locations.
   d. Allocate a range of suitable town centre sites to match the need for retail, leisure, commercial, office, tourism, cultural and community development in full.
   e. Establish policies to assist in the consideration of proposals for main town centre uses that cannot be accommodated in or adjacent to town centres.

2. The SWDP will implement these national planning requirements by focusing retail and leisure development on existing centres, to strengthen and regenerate them. To promote sustainable development, wherever possible growth should be accommodated via an effective and efficient use
of land and buildings within the centres. This approach will help to maintain the historic character of
centres and provides opportunities to minimise the consumption of non-renewable resources by
reusing existing buildings and providing a more accessible leisure and retail offer.

3. Worcester, being at the top of the retail hierarchy, will be the preferred location for major leisure,
office and retail developments and other uses that attract large numbers of people. Other centres
are suitable for day-to-day food and non-food shopping, small-scale leisure uses and local service
and facility provision.

4. The retail studies prepared by DPDS in 2008 and 2010 concluded that:
a. No additional food floorspace beyond that already planned will be required before 2026.
b. Worcester City Centre needs to provide at least 9,800 square metres of additional non-food
   retail space by 2026.
c. Malvern Town Centre needs to provide at least 3,600 square metres of additional non-food
   retail space by 2026.
d. Only modest additional non-food floor space is required in the wider south Worcestershire area.

5. If Worcester is to maintain its sub-regional role within the area and attract south Worcestershire
residents who might otherwise travel to Merry Hill or Cheltenham, it must be the focus for major
retail development.

6. Satisfying the shopping and leisure needs of south Worcestershire residents close to their home or
workplace will contribute to sustainable development and growth by retaining more expenditure
locally. Local shops and other services must be enhanced and past trends that have eroded local
facilities reversed if the SWDP’s objectives of reducing the causes of modelled climate change,
minimising the need to travel and protecting the environment are to be achieved.

7. Major leisure and tourist attractions should be directed to existing centres where they can be easily
accessed by most people and where alternatives to car use such as public transport are more
viable. This is to ensure that these facilities do not contribute to an unsustainable growth in
personal car use. However, tourism is important to the rural economy. Where location in the
existing centres is not appropriate, tourism related proposals should be directed to rural
settlements and locations accessible by public transport (see SWDP 34 for specific policy guidance
on tourism). In addition, proposals will be supported that genuinely sustain the successful operation
of existing tourism facilities where the scale, form and function is appropriate to the location and
they can be accessed by public transport.

8. The provision of additional retail development is set out in the individual strategic policies for the
main urban centres (SWDP 43 - SWDP 56).

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18 South Worcestershire Town Centres and Retail Strategy (DPDS, December 2006, September 2007 and 2010).
SWDP 10: Protection and Promotion of Shopping Choice

A. Retail development that is appropriate in scale, helps to retain an existing centre’s market share and enhances the shopping experience will be supported. Retail development that undermines the vitality / viability of a centre or compromises the retail or settlement hierarchy will not be supported. Any retail development proposal of over 1,000 square metres that is located outside the defined town centres of Worcester, Malvern, Droitwich Spa, Evesham, Pershore, Upton upon Severn and Tenbury Wells must be accompanied by a Retail Impact Assessment.

B. Planning permission for retail development outside the centres shown on the Proposals Map will not be granted unless the applicant has demonstrated where appropriate that:
   i. the scale of development is appropriate to the location and host community;
   ii. the development would have no adverse impact on the vitality and viability of a centre;
   iii. access by all travel modes and particularly bus, cycle and walking is convenient / safe and will be improved;
   iv. the development provides other benefits that may include regeneration, employment and / or social inclusion aspects; and
   v. the development conserves and enhances the heritage interest of the proposed location.

C. Within the Primary Shopping Frontages, as shown on the Proposals Map, change of use from retail (use class A1) or the extension of existing non-A1 uses into adjoining premises at ground floor level will not be permitted.

D. Within the Secondary Shopping Frontages, as shown on the Proposals Map, change of use from retail (use class A1) to non-retail uses in classes A2, A3, A4, A5, D1, D2 will be permitted provided:
   i. the proposed use will not result in a continuous frontage of two or more non A1 retail units. (Units are defined as a shop front width of about 6 metres; larger units will be assessed in terms of unit length);
   ii. a minimum of 50% of units in each defined Secondary Shopping Frontage are retained in A1 retail use;
   iii. the proposed use will not result in the proportion of units in the street (or part of the street defined as a secondary shopping frontage) in A3, A4 and A5 use exceeding 30%;
   iv. a shop window will be retained at all times;
   v. the proposal would not preclude the full use of the premises, avoiding vacant floors over ground floor uses and providing a separate entrance for office, leisure or residential use of upper floors;
   vi. ground floor residential uses do not form part of the proposal.

E. The following District, Local & Neighbourhood Shopping Centres are shown on the Proposals Map:

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19 The intention is to retain at least 50% of each street frontage in A1 use, i.e. where both sides of the same street are designated as Secondary Shopping Frontages each side would be considered separately.
### District Centres
- Barnards Green, Malvern
- Malvern Link, Malvern
- Broadway
- St John’s District Centre, Worcester

### Local Centres:
- Davies Road, Evesham
- Fairfield, Evesham
- Westlands, Droitwich Spa
- Witton, Droitwich Spa
- Fulbert Road, Pershore
- Ankerage Green, Worcester
- Barbourne, Worcester
- Cranham Drive, Worcester
- St Peters, Worcester

### Neighbourhood Centres:
- Hampton, Evesham
- Cheltenham Road, Evesham
- Shrubbery Road, Drakes Broughton
- Amble Side Drive, Worcester
- Bath Road, Worcester
- Brickfields, Worcester
- Brindley Road, Worcester
- Canada Way, Worcester
- Derwent Close, Worcester
- Dines Green, Worcester
- Kilbury Drive, Worcester
- London Road, Worcester
- Monarch Drive, Worcester
- Northwick, Worcester
- Rainbow Hill, Worcester
- Rose Avenue, Worcester
- Ronkswood, Worcester

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**F.** The conversion of retail floor space within these centres to alternative uses not providing a retail or commercial service will not be supported unless the equivalent replacement floorspace is provided as part of the development proposal.

**G.** Proposals for new local retailing or other public facilities and services will be expected to consider suitable sites in existing district and local centres before promoting development in edge of centre / out of centre locations.

**H.** In order to preserve the variety and vitality of local shopping opportunities, planning permission for the change of use from A1 retailing to A2, A3, A5, D1 or D2 uses will not be permitted within district and local shopping centres:

i. where it would result in two or more non-A1 retail units in a row; or

ii. where it would result in less than 50% of all units within the centre being in A1 use.

**I.** The loss of village, neighbourhood and corner shops to non-retailing uses will only be considered if there is an alternative equivalent facility within safe walking distance and evidence is presented that the premises are no longer viable for any retail or community use.

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20 Walking distance is generally considered to be 800m or less.

21 Where premises have been offered for lease and freehold sale, at realistic rents or prices as freehold, with a local property agent for more than two years without securing a new tenant it will be accepted that it has been demonstrated that there is no alternative viable retailing use.
J. Planning permission for new village and neighbourhood shops will be granted provided they are of an appropriate scale and it can be demonstrated that they will not undermine the vitality or viability of existing village facilities or those in local centres and that there are no adverse impacts on residential amenity and road safety.

K. New or expanded farm shops, garden centres or petrol filling stations will be permitted provided:
   i. They would not undermine the viability or vitality of nearby town or district shopping centres or other local shopping facilities;
   ii. The proposal would make use of redundant or under-used buildings;
   iii. The site is accessible by walking, cycling and public transport;
   iv. In the case of farm shops, the range of goods to be sold is restricted to foodstuffs, plants and rural craft products produced locally.

L. The creation of new or extensions to existing garden centres or farm shops in the open countryside and unrelated to a settlement will only be acceptable if it is clearly ancillary to and on the site of, an existing horticultural business or existing farming operation.

Reasoned Justification

1. Satisfying the shopping and leisure needs of south Worcestershire residents close to their home or workplace will contribute to sustainable development and growth by retaining expenditure locally. Local shops and other services must be enhanced and past trends that have eroded local facilities reversed if the SWDP’s objectives of reducing the causes of modelled climate change, minimising the need to travel and protecting the environment are to be achieved.

2. These key objectives will be achieved by focusing retail development on existing centres in order to strengthen and where necessary regenerate them. Wherever possible, growth should be accommodated by more efficient use of land and buildings within existing centres. This approach will help maintain the historic character of town centres and provides opportunities to minimise the consumption of non-renewable resources by reusing existing buildings and reducing the need to travel to out-of-centre retail parks.

3. The NPPF requires local planning authorities to (amongst other things):
   a. define a network and hierarchy of centres that is resilient to anticipated future economic change.
   b. define the extent of centres and primary and secondary shopping frontages.
   c. set locally proportionate thresholds for impact assessments and specific local impacts that should be addressed by impact assessments.

4. To support the sustainable development of town and local centres, it is important that full use is made of existing buildings. Residential, office or leisure uses on upper floors above retail premises increase footfall, provide passive surveillance and encourage investment that avoids the decline in the condition of premises.
SWDP 11: Vale of Evesham Heavy Goods Vehicles Control Zone

A. Within the Vale of Evesham Heavy Goods Vehicles Control Zone, as shown on the Proposals Map, employment proposals that would result in an increase of 5% in Heavy Goods Vehicles traffic will need to demonstrate the following:

i. That the economic benefits, particularly to the local community, outweigh the impact of the increase in Heavy Goods Vehicles traffic;

ii. The proposal cannot be accommodated on a site with better access to the Heavy Good Vehicles Route Network as identified on the Proposals Map;

iii. The supply and distribution routes proposed to serve the development are the most appropriate with regard to amenity impacts on local communities.

Reasoned Justification

1. The Vale of Evesham is an important area for the processing and redistribution of food products. An increasing proportion of fruit and vegetables are imported and consequently the number of Heavy Goods Vehicles has also risen. For some villages within the Vale of Evesham this increased level of traffic has affected the quality of life of residents through the generation of increased noise, vibration, pollution and other adverse impacts.

2. The need for this policy is supported by the Worcestershire Freight Quality Partnership. To be fully effective a similar policy needs to be implemented in the neighbouring Cotswold and Stratford districts.
SWDP 12: Rural Employment

A. SWDP 2 defines the rural areas to which this policy applies to be those villages below Category 3 and in the open countryside.

Protection of Existing Employment Sites

B. To help promote rural regeneration across South Worcestershire, existing employment sites in B1, B2 and B8 uses and tourism, leisure and recreation-related uses within the rural area will be safeguarded for employment-generating uses during the plan period. Any proposals for a change of use to residential will need to demonstrate that the site has been actively marketed for employment, tourism, leisure or recreation purposes (for a period of 2 years) and that it is no longer viable as an employment site. Details of what would be expected of a marketing exercise are contained in Annex F.

Expansion of Existing Employment Sites

C. The expansion of existing rural employment sites will be supported where issues of traffic generation, landscape character and design can be satisfied in relation to other policies in the plan and it has been demonstrated that intensification of the existing site is not viable or practical.

Promoting New Employment Opportunities

D. Small-scale proposals for new employment purposes within or adjacent to Category 1, 2 and 3 settlements will generally be permitted, provided that they maintain the integrity of the associated settlement and accord with the following criteria:

i. The proposed development is of a scale and form that is in keeping with the size and character of the settlement and its setting;

ii. The scale of development can be clearly related to the employment needs of the local economy and workforce;

iii. Proposals should be located close to the settlement;

iv. It can be demonstrated that there are no other more suitable sites available within the boundary and that use is made of previously developed land and buildings wherever possible.

Farm Diversification

E. Proposals to diversify farm businesses for employment, tourism, leisure and recreation uses will be permitted providing:

i. The proposed new use does not detract from or prejudice the existing agricultural undertaking or its future operation;

ii. The scale of activities associated with the proposed development is appropriate to the rural character of the area;

iii. Wherever possible existing buildings are used to reduce the need for additional built development;

iv. The open storage of goods, containers and equipment is kept to a minimum and is appropriately located to reduce its impact on landscape character;

v. Residential uses will not be considered unless a full marketing exercise has shown that employment, tourism, leisure and recreation uses are unviable.
Reuse of Rural Buildings

F. Priority will be given to the reuse and conversion of rural buildings for employment, tourism, leisure or recreational purposes whenever appropriate. This should be undertaken in accordance with the following criteria:

i. The scale and type(s) of use proposed is suitable for the building and its location;

ii. The building is of a permanent and substantial construction and capable of accommodating the proposed use without excessive rebuilding, extension or alteration;

iii. The form, bulk and general design of the building is in keeping with its surroundings;

iv. The proposals can satisfy traffic generation, landscape and design issues as outlined in other policies in the SWDP.

Live / work units

G. The provision of rural-based workspace and live / work units will be permitted providing the proposals are small-scale and that they are appropriate to the character of the area. In all cases the preference will be for conversion of existing buildings. New build development should be located in accordance with the settlement hierarchy set out in SWDP 2 and should have reasonable access to services and facilities.

Reasoned Justification

1. The Employment Land Review (2011) demonstrates that the rural employment market across south Worcestershire is characterised by bespoke individual property requirements. Small local businesses are likely to require freehold property which is difficult to deliver speculatively in advance. The provision for new rural employment sites should be considered favourably during the plan period, provided it is not harmful to the integrity of the settlement or landscape character. It is important that such developments are offered on flexible terms.

2. In addition, employment sites that fall vacant should be actively marketed before their conversion to an alternative use such as residential and the consequent loss of a facility / service providing important local jobs.

3. There is a need to maintain a positive approach to farm diversification activities; such development should not however be permitted to jeopardise future agricultural production.

Rural Employment Opportunities

4. South Worcestershire’s economy is characterised by the dispersed location of a number of employment sites and small businesses, including home-working arrangements, throughout the rural areas. Within rural areas, agriculture, horticulture, food processing and distribution remain a vitally important part of the local economy, particularly in the Vale of Evesham and in the south and north-west of Malvern Hills. An important focal point for the strategy is the further improvement of the economic prospects for those living in the rural north and west of Malvern Hills, beyond the main employment centres.

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22 Detailed guidance on the delivery of live / work units is contained in SWDP 8. The definition of a live / work unit is contained in the glossary.
SWDP 13: Effective use of land

A. To deliver places that are more sustainable, development will make the most effective and sustainable use of land, focusing on:
   i. Housing density;
   ii. Reusing previously developed land;
   iii. Bringing empty properties back into use;
   iv. Making only exceptional use of the best and most versatile agricultural land.

Housing Density

B. Housing development in south Worcestershire will make the most effective and efficient use of land, with housing density designed to enhance the character and quality of the local area, commensurate with a viable scheme and infrastructure capacity.

C. Housing density will be greater on sites with a high level of accessibility, including sites located in or close to city and town centres, or close to public transport stations.

D. The form and density of housing will vary across larger sites, in response to current and future accessibility and other characteristics of each part of the site. Variations in density across a site should be used to develop different character areas.

E. High quality design will enhance amenity through housing density levels that also secure adequate internal and external space, dwelling mix, privacy and sunlight and daylight to meet the requirements of future occupiers.

F. Subject to the above density criteria, on sites allocated for housing or for mixed use that includes housing, the following broad indications of appropriate average net densities shall apply:
   i. For sites within the city of Worcester, urban extension allocations in all three districts and allocations for more than 100 new dwellings in larger towns, development should achieve an average net density of 40 dwellings / ha per site;
   ii. Worcester city centre and larger town centres development of mainly flatted units should achieve an average net density of 75 dwellings / ha;
   iii. Where urban extensions and other large developments abut open land or sensitive locations such as conservation areas, listed buildings, areas of archaeological interest or zones of ecological / biodiversity value, their design should reflect the sensitivity of those areas; development densities immediately adjacent such areas should be adjusted downwards as appropriate to ensure that impact on them is minimised, whilst maintaining the overall average density of the site;
   iv. In other towns and villages, or on sites of less than 100 dwellings, new development should be provided at an average net density of 30 dwellings / ha.

G. Windfall housing developments should be assessed against the density criteria relevant to their location and the character of the built and natural environments around them, including heritage assets.

Use of brownfield sites (previously developed land)

H. In aiming for 50% of housing development in the plan period to be located on brownfield sites, the plan:
   i. maximises the amount of allocations on previously developed land that is available or developable;
ii. prioritises the development of allocations and windfall sites on previously developed land subject to the maintenance of the 5-year housing land supply;

iii. includes housing development as part of wider regeneration packages for the Worcester Opportunity Zones where this does not undermine the Zones’ ability to support local economic prosperity or the vitality and viability of Worcester City centre.

I. Development proposals on brownfield development sites will:

   i. protect and enhance the biodiversity on or related to the site, informed by contemporary survey data;

   ii. complement, enhance and utilise where possible the historic environment subject to policies towards heritage assets and the built environment.

Bringing empty properties back into use

J. SWDP 3 includes long-term empty homes being brought back into use as a specific part of the housing supply in south Worcestershire, to help meet housing provision to 2030 and also help reduce the need to find additional land for housing.

K. Subject to infrastructure capacity and environment policies, development proposals for the change of use of long-term empty, non-residential properties to other beneficial use will be approved where:

   i. it does not undermine the economic strategy set out in this plan; and

   ii. in the case of proposed housing development, where this contributes to the 5-year housing land supply.

Use of the best and most versatile agricultural land

L. Taking into account the economic and other benefits of the best and most versatile agricultural land, development that would result in the permanent loss of this high quality land will be refused, unless it can be demonstrated that there is no alternative land of a lower quality that could reasonably be used. Where development is permitted on the best and most versatile land, it should use the lowest grade of land suitable for development except where the sustainable development objectives of the SWDP would be better met by using land of a higher grade.

M. In addition, the effect of the loss of high quality agricultural land on farm economics and management will be considered. Where development would fragment farm holdings, planning permission will be granted only where mitigation is possible e.g. the land can be incorporated into surrounding holdings and there is no severance of buildings from the land.

Reasoned justification

1. Where appropriate capacity exists, priority will be given to the use of brownfield land within and adjacent to existing settlements in advance of the release of greenfield land. The objective of this is to enhance biodiversity, geodiversity, landscape quality and water quality and to protect the highest quality agricultural land.

   Residential density

2. In line with the NPPF, the partner authorities have, in this policy, set out their own approach to housing density to reflect local circumstances. The emphasis is on ensuring that developable land, which is a finite resource, is used effectively and efficiently to provide maximum flexibility in
meeting local housing needs. In doing so, development should not adversely affect the character and appearance of existing cities, towns and villages.

3. Higher densities do not necessarily mean low design / build quality and parts of the older town areas and villages are built to high densities. They can make development more sustainable by making more efficient use of land, concentrating development and bringing people and services and facilities closer together reducing the need to travel, subject to the capacity of existing or planned infrastructure being able to support the scale of development. This intensification can lead to users and uses being in closer proximity and may generate adverse impacts such as noise and disturbance, loss of privacy, additional traffic movements and pressure on parking spaces. Low densities do however mean that more land has to be used to deliver the housing needed, putting pressure on valuable and attractive countryside. A balance has to be struck between the two; thus setting absolute density targets is not likely to be the most appropriate or effective way of achieving the best quality housing in all locations.

4. Evidence on local housing densities underpins the policy’s minimum average net density levels. High levels of accessibility afforded by sites being located close to facilities and services in city and town centres, or near to public transport stations, justifies higher densities in those locations. These levels are subject to the density criteria set out in the policy, which ensure the SWDP provides flexibility and responsiveness to local circumstances, including infrastructure capacity to support the development. Site density will be measured in terms of the number of dwellings per hectare, based on the net developable area.

5. It is important to consider the impact of development proposals on the character of the local area as well as the impact on the quality of new housing. Planning applications will need to demonstrate how the extant density of the surrounding area informs the scheme design and how the proposals enhance the area. Further information from local characterisation studies for example can also support consistent decision-making through development management processes.

6. Appropriate levels of housing provision can be made without adversely affecting the character and amenity of a settlement. For example, “soft” development edges and open space, landscaping and buffer areas can be appropriate to help preserve the setting of adjacent sensitive locations such as conservation areas, listed buildings and areas of archaeological importance or biodiversity interest.

Use of previously developed land

7. Consistent with the requirements of the NPPF, the policy focuses on the effective use of land by encouraging the reuse of land that has been previously developed, provided that it is not of high environmental value. This is also in line with the requirements of the 2005 UK Sustainable Development Strategy, which identified planning as being at the heart of sustainable development and reflected a desire to see the development of brownfield land before using previously undeveloped sites and increased housing densities on development sites.

8. The reuse and recycling of previously developed land should be prioritised wherever possible when housing proposals are being considered, except where such sites have naturally regenerated to the point where they have developed a value for biodiversity or contribute significantly to levels of local amenity. Under those circumstances, inappropriate / unsustainable development will be resisted. Likewise, there are opportunities to incorporate the historic environment into regenerated sites, subject to the policies for the protection and enhancement of heritage assets.

9. The south Worcestershire 2010 Annual Monitoring Report demonstrates that in 2009 - 2010, 82% of new and converted homes and 72% of the total amount and type of completed floorspace were built on previously developed land. This position is likely to change in future years as currently available brownfield sites become built out. This will increase the pressure on greenfield sites to meet local housing, employment and service needs, including the main allocated urban extensions.
10. In recent years a proportion of new housing development was on residential garden sites within the urban areas and previously counted as brownfield. Since June 2010 residential gardens are no longer included in the definition of previously developed land. For the purposes of 5-year supply calculations, windfalls now exclude development on residential gardens.

11. The partner authorities have used the evidence in the Strategic Housing Land Availability Assessment to identify brownfield sites to allocate and the housing monitoring information to identify completed and committed brownfield sites. This evidence informed the choice of the 50% target for reuse of brownfield land for housing. The target is realistic, as the brownfield land identified as available or developable is not sufficient to meet the housing provision requirement to 2030 and a proportion of new development will be on greenfield land.

12. Allocated Opportunity Zones in Worcester City are the main reservoirs of brownfield land with significant capacity to bring about regeneration and accommodate new mixed use development but their regeneration will not be housing-led.

Bringing empty properties back into use

13. Justification for bringing long-term empty homes back into use is set out in SWDP 2. The definition of “long-term” in the context of empty homes means a property that has been vacant for more than six months. Bringing other properties back into use is part of a wider approach to regeneration (in terms of improving the built environment) that is consistent with delivering a supply of housing and the economic strategy.

Best and Most Versatile Agricultural Land

14. Fertile soil is a strategic asset. Strategic issues relating to climate change and food security strengthen the need to preserve agricultural and horticultural capacity, where possible. It is important to protect the best and most versatile land because of its flexibility. National planning policy however does not preclude development on the best and most versatile land. Where significant development of agricultural land is demonstrated to be necessary through allocation, local planning authorities have sought to use areas of poorer quality land in preference to that of a higher quality. This is one reason why the largest allocation at Worcester is on Grade 3 land.

15. In identifying land to meet development needs that cannot be met through urban capacity, the partner authorities were aware of the need to protect the best and most versatile agricultural land. They have needed to balance this against other environmental constraints, in order to meet plan objectives and in line with national planning policy. Agricultural land will be lost to development, but this policy ensures the loss can be minimised.

16. Development on the best and most versatile land will only be permitted exceptionally. If there is a choice between sites of different grades, the lowest grade should be used. However, there may be cases where, for example, lower grade land has greater biodiversity, landscape or heritage importance and should be retained in preference to higher grade land. Moreover, some losses can be mitigated. Planning for Soils in Worcestershire (2011) provides a menu of options and delivery mechanisms to protect Worcestershire’s soils. This highlights the opportunity for mineral working to be returned to agricultural use or achieving an upgrade of Agricultural Land Classification to mitigate for best and most versatile land lost elsewhere to development.

17. The loss of high quality agricultural land could affect the viability of an existing farm holding and put its future agricultural use at risk. In addition, such a loss could lead to the fragmentation of a farm holding into smaller units, thereby creating a demand for more farm buildings and potentially inflicting damage on the landscape and to nature conservation interests.
SWDP 14: Housing Mix

A. All new residential developments of 5 or more units should contain a viable mix of sizes, housing types and tenures to help meet the identified range of local housing needs. These developments should provide a choice of housing, including the provision of more affordably-sized homes and bungalows, of different tenures and including custom-build homes as appropriate, to reflect local need, the suitability of the site and the viability of the development.

B. Worcester and the main / other towns will be the focus for housing to help meet residents with specific housing requirements, such as people with disabilities. Elsewhere, proposals to help meet these specific needs should demonstrate that the scheme is situated in a sustainable location – having good access to public transport, healthcare, shopping and other community facilities.

C. Permission for the sub-division or multiple occupancy of dwellings within the city boundary or development boundaries, including changes of use to hostels and guest houses, will be granted (subject to the other policy and sustainability requirements of the SWDP) provided that the property is larger than average (4 or more bedrooms) and is no longer suitable for single family occupation; in the case of hostels, the property must be detached.

D. An application for change of use to a House in Multiple Occupation (HMO) will only be permitted where it does not lead to or increase an existing over-concentration of such uses in the local community. This is intended to support the provision of mixed and balanced communities and to ensure that a range of household needs continue to be accommodated.

Reasoned Justification

1. The NPPF requires local planning authorities to plan for a mix of housing based on evidence and to identify the size, type, tenure and range of housing that is required. The partner authorities seek to achieve a mix of housing types in terms of size, scale, density, tenure and cost that reflects south Worcestershire’s housing needs.

2. When considering proposals for new residential development on sites of 5 or more units, consideration will be given to the extent that the proposed scheme reflects these requirements in accordance with the current Strategic Housing Market Area Assessment and any other relevant local data. The Worcestershire Strategic Housing Market Assessment (February 2012) identifies that the greatest demand is predicted to be for 1- and 2-bedroom properties, many of which will need to be suitable for people of retirement age. There is also a significant requirement for properties suitable for younger households. However, the higher turnover of smaller dwellings implies a need to focus on 2- and 3-bedroom homes for the delivery of new housing. South Worcestershire’s housing needs will be regularly monitored and reassessed through updates of the Strategic Housing Market Assessment. Due regard should be paid to the most up-to-date version of this Assessment to determine the relevant housing needs for south Worcestershire.

3. It is important that housing needs are addressed through an acceptable mix of dwellings across all types and tenures. House sizes required to address identified needs range from 1-bed to 4 / 5-bed properties and the types and style of accommodation will include a diverse mix of flats, houses and bungalows. To ensure mixed and vibrant communities are created, there will be a need to focus on delivering 2 and 3 bedroom properties, particularly smaller and less expensive homes for newly forming households and those on lower incomes. On large schemes a wider mix of dwelling types will be required. Nevertheless, it is important to achieve high standards of design and amenity and all new homes should be of adequate size for their intended use.

4. Proposals for housing must take account of identified housing needs in terms of size, type and tenure of dwellings. These needs will include an appropriate provision for all sectors of the
community, for example, to meet the needs of older people – covered by SWDP 20. To enable access to essential facilities and services Worcester and the main / other towns will be the focus for housing to help meet those with specific needs, such as people with disabilities. Elsewhere proposals may be acceptable if on sites with good access to public transport; healthcare; shopping and other community facilities.

5. There is an ongoing need for a range of different types of more affordable housing, such as bedsits and hostels, to be made available for students and other people with shorter term housing needs such as bedsits and hostels. Much of this type of accommodation can and should be provided within the larger urban centres close to educational establishments and appropriate support services and facilities. In many cases the conversion of existing large dwellings offers an opportunity to do this. It will be important to consider each planning application for conversion to a House in Multiple Occupation (HMO) against SWDP 14 in order to protect against the significant loss of large family housing, which itself forms part of the balanced housing mix throughout south Worcestershire.

6. Developers of market housing will understand local market demand and this information will be used to help inform the partner authorities in determining an appropriate market housing mix for both site allocations and in the determination of planning applications along with specific local needs assessments.

7. Affordable housing will be sought through SWDP 15.

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23 For the purposes of this policy, dwellings in use as Class C4, mixed C3/C4 and HMOs in sui generis will be considered to be HMOs.
SWDP 15: Meeting Affordable Housing Needs

A. All new residential development, including conversions (and adjacent land, if it is anticipated that it will form part of a larger site) will contribute to the provision of affordable housing.

B. The number, type, tenure and distribution of affordable dwellings to be provided will be subject to negotiation, dependent on recognised local housing need, specific site / location factors and development viability and having regard to the sliding scale approach set out below:
   
i. On sites of 15 or more dwellings, 40% of the units should be affordable i.e. social rented, affordable rented and intermediate tenure and provided on site;
   
ii. On sites of 10 – 14 dwellings, 30% of units should be affordable and be provided on site;
   
iii. On sites of 5 – 9 dwellings, 20% of units should be affordable and be provided on site;
   
iv. On sites of less than 5 dwellings a financial contribution towards local affordable housing provision will be required.

C. Where a developer can demonstrate exceptional circumstances, off-site contributions may be accepted for developments of 5 or more dwellings, subject to the planning authority’s agreement.

D. For sites in rural areas (i.e. not the city or towns), developers will need to demonstrate that secure arrangements exist to ensure the resulting housing will remain permanently affordable and available to help meet the continuing needs of local people.

E. The final tenure mix of affordable housing on individual sites will be subject to negotiation but generally the presumption will be for social rented unless scheme viability clearly indicates that a contribution from an alternative affordable housing tenure is required or there is a proven local need for a different affordable housing tenure.

F. On sites where the affordable housing requirement is proven not to be viable (to the satisfaction of the authority) the maximum proportion of affordable housing will be sought that does not undermine the development’s viability. Financial viability assessments conforming to an agreed methodology will be required and, where necessary, the Local Authority will arrange for them to be independently appraised at the cost of the applicant. Contingent Deferred Obligations and other flexible arrangements may be sought through planning agreements to allow for changing market conditions in future years.

G. The manner in which the policy will be implemented will be set out in the Affordable Housing Supplementary Planning Document. This will include details of the levels of off-site contributions (including for sites of less than 5 units), local connection, Contingent Deferred Obligation arrangements, the exceptional circumstances that may justify an off-site contribution in respect of sites for 5 dwellings or more and the procedures to be followed when a planning application is submitted.

Reasoned Justification

1. The delivery of affordable housing is an underlying theme of the Sustainable Community Strategy.

2. The NPPF requires local planning authorities to assess objectively the need for market and affordable housing and where there is a need for affordable housing, to set out policies for meeting this need. Affordable housing includes social rented, affordable rented and intermediate housing such as shared equity and other low-cost homes for sale and intermediate rent. Low-cost market
housing is specifically excluded from the definition of affordable housing. The Worcestershire Strategic Housing Market Assessment (February 2012) advises that the waiting list data indicates that the group most frequently requiring affordable housing are family households, followed by single person households. It identifies that current stresses on the housing market include acute affordability issues, particularly in more rural areas, tightening of mortgage finance and rising levels of unemployment and economic inactivity.

3. Evidence in the above report suggested that at 2012 there was an indicative annual requirement of 657 dwellings for south Worcestershire over the next 5 years, of which approximately 87% would be required for social renting purposes. Grant funding to support social rented housing and indeed other forms of affordable housing has become limited and therefore it will be more difficult to deliver an appropriate balance of affordable housing tenures that reflect need, without undermining development viability.

4. The split between social rented, affordable rented and intermediate housing will be dependent upon a number of factors. These will include economic circumstances, site characteristics, development viability, affordability levels prevailing at the time a planning application is made, availability of public subsidy and any other planning objectives which may need to be addressed or funded by the development.

5. Evidence in the Affordable Housing Development Viability Study 2008 and its Property Market Update Report (July 2010) undertaken for the south Worcestershire districts suggests that affordable housing provision could still be provided at a rate of 40% on larger sites of 15 or more dwellings without undermining development viability. For smaller sites it suggests a simple sliding scale and for sites of less than 5 units, appropriately judged off-site financial contributions. However, since the report was produced, changes to the way affordable housing is funded may affect the final tenure mix delivered. On sites of 5 or more units, off-site contributions will still be considered in some cases, although this will depend upon the size and location of the site. Whilst it is recognised that market conditions may have an impact upon development viability, it is considered that it should not dictate longer-term strategic policy direction and delivery objectives. Any proposed affordable housing delivery that did not meet policy expectations would therefore need to be assessed on a site-by-site basis and by a fully justified open book development appraisal. Contingent Deferred Obligations may be employed in certain circumstances to allow for changing market conditions.

6. An Affordable Housing Supplementary Planning Document will be produced, which will contain further detailed advice on affordable housing provision and local connections and set out how the policy will be implemented. The policy identifies a baseline level of affordable housing provision that local communities may choose to supplement on other sites, for example as part of their involvement in the Neighbourhood Planning process.
SWDP 16: Rural Exception Sites

A. In exceptional cases, affordable housing development will be permitted on small sites beyond but acceptably adjacent to the development boundaries of villages to meet identified needs.

B. In all cases the following will need to be demonstrated:
   i. There is a proven and as yet unmet local need, having regard to the Worcestershire Strategic Housing Market Assessment (as updated from time to time), the Sub-regional Choice-based Letting Scheme and other local data e.g. Parish Survey or Parish Plan;
   ii. No other suitable and available sites exist within the development boundary of the settlement;
   iii. The site is considered reasonably sustainable; and
   iv. Secure arrangements exist to ensure the housing will remain permanently affordable and available to meet the continuing needs of local people.

C. In exceptional cases where viability for 100% affordable housing provision cannot be demonstrated, an element of market housing may be included within a rural exception scheme, to provide sufficient cross-subsidy to facilitate the delivery of affordable homes. In such cases, land owners will be required to provide additional supporting evidence in the form of an open book development appraisal for the proposed site containing verified inputs assessed by a chartered surveyor.

D. The manner in which the policy will be implemented will be set out in the Affordable Housing Supplementary Planning Document. This will include details of local connection and the procedures to be followed when a planning application is submitted.

Reasoned Justification

1. The NPPF allows for the provision of affordable housing through rural exception sites. These are additional housing sites that can be used to meet defined affordable housing needs in rural areas where up-to-date survey evidence shows that need exists. This enables small sites to be used specifically for affordable housing in small rural communities that would not normally be considered because, for example, they fall outside current local plan development boundaries. Historically, these sites have relied almost wholly on public subsidy and have been promoted by both Malvern Hills and Wychavon District Councils, with the support of Registered Providers. However, in response to difficult economic circumstances, a reduction in social housing funding and the Government’s emphasis on localism, a number of local planning authorities are developing more pragmatic rural exception planning policies via their Local Development Frameworks to help deliver affordable housing. This includes cross-subsidisation through allowing an element of market housing on exception sites to subsidise the affordable housing provision. This approach is supported by the NPPF where it would facilitate the provision of significant additional affordable housing to meet local needs.

2. The Homes and Communities Agency’s grant funding has been reduced significantly since 2011. The introduction of Affordable Rent may offer providers the opportunity to utilise the flexibility to charge up to 80% of market rents to maximise financial capacity. This could help to improve the viability of sites intended to deliver affordable housing.

3. There may be scope for an element of cross-subsidy from market housing on sites where it can be demonstrated through viability assessment that the provision of 100% affordable housing would not be viable by itself.
4. It should be emphasised that exception sites must meet local needs; in this context, “local” means the parish and adjoining parishes.
SWDP 17: Travellers and Travelling Showpeople

A. Each local planning authority will identify and update annually a 5-year supply of deliverable pitches for Travellers and Travelling Showpeople set against local targets - outlined in Table 6. Provision will be made for the net requirement for additional pitches after taking into account existing commitments and other planned provision.

B. Broad locations to meet the net requirement will be considered within, or on the edge of, existing settlements and the proposed urban extensions at Worcester (as shown on the Proposals Map).

C. The local planning authority will assess the suitability of proposals and planning applications (including the reasonable expansion of existing authorised sites) against the following criteria:
   i. Whether the site is within an international, national or local planning designation;
   ii. Whether the site is in an area prone to flooding;
   iii. Whether the site has any adverse impact on landscape or local nature conservation designations, ecology and biodiversity that cannot be mitigated;
   iv. Whether any adverse visual impact can be adequately minimised;
   v. Whether there is any adverse impact on privacy and residential amenity for both site residents and neighbouring land uses;
   vi. Whether the size of the site and the number of caravans stationed respects the scale of and does not dominate, the nearest settled community;
   vii. Whether the site has safe and convenient access to the highway network;
   viii. Whether the site is capable of providing adequate on-site services for water supply, mains electricity, waste disposal and foul and surface water drainage;
   ix. Whether local services and facilities such as schools, health facilities and employment are accessible by walking, cycling and public transport and whether the site is sustainable in other ways.

D. Subject to compliance with other policies in the SWDP and current national standards for site design and management, applications that perform well against the above criteria and contribute to meeting any remaining identified unmet need will be considered favourably.

E. Any planning permission will be subject to conditions restricting occupancy to Traveller or Travelling Showpeople use.

Reasoned Justification

1. National planning policy requires local authorities to set pitch targets for Travellers and plot targets for Travelling Showpeople that address the likely permanent and transit site accommodation needs of travellers in their area, working collaboratively with neighbouring local planning authorities. National planning policy also requires local authorities to set out criteria to provide a basis for the allocation of sites and to identify sufficient deliverable sites to provide a 5-year supply when measured against locally set targets.

2. A Gypsy and Traveller Accommodation Assessment for the South Housing Market Area (which includes South Worcestershire) was published in 2008. The Assessment addressed the accommodation needs of Gypsies, Travellers and Travelling Showpeople. It identified the following requirements for additional permanent residential Traveller pitches and Temporary Stopping Places for the period from 2008 up to 2013:
Table 5:
Additional Permanent Residential and Temporary Stopping Place Pitches 2008 - 2013
(source: Gypsy and Traveller Accommodation Assessment, 2008)

<table>
<thead>
<tr>
<th>District</th>
<th>Permanent pitches</th>
<th>Temporary Stopping Places</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malvern Hills</td>
<td>26</td>
<td>10</td>
</tr>
<tr>
<td>Worcester</td>
<td>16</td>
<td>20</td>
</tr>
<tr>
<td>Wychavon</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>82</strong></td>
<td><strong>50</strong></td>
</tr>
</tbody>
</table>

The Assessment indicated that some of the need for additional pitches was in the form of Local Authority or Registered Social Landlord (RSL) sites – although a lower level of public provision may be required if further private sites were established.

3. The evidence base for the West Midlands regional Interim Policy Statement: Provision of New Accommodation for Gypsies, Travellers and Travelling Showpeople, published in March 2010, has been used to inform the level of provision over the plan period from 2007, as shown in Table 6 below.

Table 6:
Additional Permanent Residential Pitches

<table>
<thead>
<tr>
<th>District</th>
<th>Permanent Residential Pitches</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Allocation</td>
<td>Indicative Requirements</td>
</tr>
<tr>
<td>Malvern Hills</td>
<td>33</td>
<td>12</td>
</tr>
<tr>
<td>Worcester</td>
<td>22</td>
<td>8</td>
</tr>
<tr>
<td>Wychavon</td>
<td>42</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>97</strong></td>
<td><strong>35</strong></td>
</tr>
</tbody>
</table>

Across south Worcestershire, the Interim Policy Statement indicated a need for an additional 97 permanent residential pitches for gypsies and travellers from 2007 – 2017; 35 additional pitches between 2017 – 2022; and 40 additional pitches between 2022 – 2027.

4. Since the Gypsy and Traveller Accommodation Assessment was undertaken additional Traveller sites have come forward and reduced the number of pitches required accordingly. Table 7 indicates that 60 permanent residential pitches were granted consent to the end of March 2012, leaving a net total of 37 pitches to be allocated to 2017.
Table 7:
Number of pitches granted consent to the end of March 2012, the number to be allocated in urban extensions and indicative number to be allocated to 2027

<table>
<thead>
<tr>
<th>District</th>
<th>Number of permanent pitches granted consent between 01/04/07 and 31/03/12</th>
<th>2012-2017</th>
<th>Indicative Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malvern Hills</td>
<td></td>
<td>To be allocated in urban extensions</td>
<td>To be allocated 2012-2017</td>
</tr>
<tr>
<td></td>
<td></td>
<td>minimum 10</td>
<td>up to 20</td>
</tr>
<tr>
<td>Worcester</td>
<td></td>
<td>minimum 10</td>
<td>up to 12</td>
</tr>
<tr>
<td>Wychavon</td>
<td></td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>60</td>
<td>30^24</td>
</tr>
</tbody>
</table>

Wychavon has met its 5-year pitch requirement both for the period to 2017 and for 2017 – 2022.

Up to 30 pitches will be allocated through the identification of small sites (up to 10 pitches) in or adjacent to the Worcester South and Worcester West urban extensions – as outlined in SWDP 45. The precise location of these sites will be identified through detailed masterplanning of the urban extensions. At the masterplanning stage, it will also be determined whether the sites on the urban extensions will be to meet Malvern Hills’ and / or Worcester's pitch requirements - although there is a working assumption that a minimum of 10 will be to meet Malvern Hills requirements and a minimum of 10 will be to meet Worcester’s need.

5. Provision to meet the net requirement for additional pitches in Malvern Hills and Worcester will be determined through Traveller and Travelling Showpeople Site Allocations Development Plan Documents in those local authority areas that will be subject to further consultations.

6. For the period 2017 – 2027, the evidence is only a guide until a further local need assessment is undertaken, when an alternative level of provision may need to be provided for. The updated needs assessment will inform the number of pitches required for the period 2017 - 2030. In the light of a further local needs assessment, further analysis will be undertaken on a south Worcestershire basis to determine where future sites may be located.

7. In general, it is anticipated that sites for Travellers and Travelling Showpeople will not be appropriate within international^26, national^27 or local^28 designations because the objectives of the designation are likely to be compromised by the development of a traveller site. Sites in the designated areas identified above will not be permitted unless other locations have been

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24 Up to 30 pitches will be allocated in or adjacent to the Worcester South and Worcester West urban extensions, leaving a total net requirement of 22 pitches across Malvern Hills and Worcester for the period 2012 – 2017. There is a working assumption that a minimum of 10 pitches on the urban extensions will be to meet Malvern Hills’ requirements and a minimum of 10 will be to meet Worcester’s requirements.

25 As above.

26 e.g. Special Protection Areas, Special Areas of Conservation and Ramsar sites.

27 e.g. Areas of Outstanding Natural Beauty, Green Belts, Sites of Special Scientific Interest, National Nature Reserves.

28 e.g. Conservation Areas.
considered and dismissed and only then in “very special circumstances”. Traveller sites within significant gaps will be avoided unless they are in association with an urban extension.

8. The provision of temporary stopping places is considered to be inappropriate on two grounds. Firstly, temporary stopping places are likely to generate pressure for the pitches to be occupied on a more permanent basis (for which they will be unsuitable as a more basic level of service provision is acceptable for transit pitches). Secondly, there is a temporary toleration policy that is operated within the county that enables the need to be accommodated in the shorter term without the formal provision of sites. Therefore the SWDP does not allocate any temporary stopping place pitches.

9. In addition to permanent residential pitches for Travellers, the Interim Policy Statement identified an additional requirement for 22 plots for Travelling Showpeople within Worcestershire for the period 2007-2012. For the period beyond 2012 the Interim Policy Statement recognised the difficulties of predicting requirements over a longer period and did not indicate a specific plot requirement for south Worcestershire as a whole. Any planning applications for Travelling Showpeople plots will be assessed against the criteria outlined in the policy.
SWDP 18: Replacement Dwellings in the Open Countryside

A. The replacement of an existing dwelling in the open countryside with another single dwelling will be permitted where:

i. The existing dwelling is not a caravan, mobile home or subject to a temporary planning permission;

ii. The use of the existing dwelling has not been abandoned;

iii. It can be demonstrated to the satisfaction of the Local Authority that accommodation needs cannot be met through the alteration, extension and / or refurbishment of the original dwelling;

iv. The replacement is not disproportionately larger than the existing dwelling and will not exceed the size of the original footprint by more than 30%;

v. The proposed dwelling is positioned on the footprint of the existing dwelling, unless it can be demonstrated to the Local Authority that there are visual, landscape or highway safety or other environmental grounds to justify an alternative location within the existing curtilage;

vi. The curtilage of the replacement building is no greater than that of the existing dwelling;

vii. The proposal includes the demolition of the dwelling to be replaced;

viii. The proposals are consistent with policies relating to flood risk, ecology, drainage and landscape considerations;

ix. Where a dwelling has been provided in relation to agricultural purposes, a condition will be attached to ensure that the dwelling can only be occupied by an agricultural worker once it has been built.

Reasoned Justification

1. New development in the open countryside will be very limited and will relate mainly to exceptions, for example for new affordable housing where there is a proven need (SWDP 16). This approach is in conformity with national planning policy, which seeks to direct new housing development to sustainable locations, in areas where it will enhance or maintain the vitality of rural communities. However, there is also a need to consider the specific housing requirements of those who work in rural employment, such as agricultural, horticultural and forestry (referred to in SWDP 19) and the replacement of existing dwellings in the countryside.

2. Replacement dwellings can help maintain the level of the existing housing stock, where properties are in poor repair, or not appropriate for current needs in terms of their design or size. However, the replacement of existing dwellings with much larger properties can affect the character of a rural area, especially in locations where traditional dwellings are smaller.

3. Under the General Permitted Development Order, extensions and external alterations to existing dwellings represent permitted development under certain circumstances (up to the physical and locational limits set out in the Order). Thus, in order to make best use of the existing housing stock, applicants will need to demonstrate why extension, alteration or refurbishment is not considered suitable and why a replacement dwelling is required.

4. Proposals for replacement dwellings in the floodplain will need to have regard to SWDP 28 and will not be permitted where flood risk prevails.

29 Not requiring planning permission.
5. In the light of changes to the General Permitted Development Order that allow larger extensions, the current policy approach to replacement dwellings has been out of line with the size of proposed extensions that are permitted.

6. It is considered preferable wherever possible to retain existing dwellings, in particular where their design and location make an important contribution to the character of an area. Refurbishment is also encouraged as a sustainable use of existing resources. Although there is a desire to retain small buildings to allow choice in rural areas, in reality however small the dwellings are they often do not give choice because of their cost. The main justification for retaining small dwellings is on design grounds. Larger new properties can adversely affect the character of an area as a result of their impact on landscape setting, design and amenity. A percentage approach to any increase in size of the dwelling is considered to reflect the dimensions and plot size of the dwelling that is being replaced, so any increase will be proportionate.
SWDP 19: Dwellings for Rural Workers

A. Proposals for permanent agricultural, horticultural, forestry and rural enterprise-related dwellings will be permitted where:

i. The enterprise is proven to be economically viable and has clear prospects of remaining as such;

ii. It can be demonstrated that it is essential for the long-term operation of the rural enterprise that a full-time worker should live on the site and this functional need could not be fulfilled by an existing dwelling located in the immediate locality of the enterprise, or via the re-use of an existing building that is suitable for residential conversion;

iii. No dwelling serving or closely associated with the holding has been sold or changed from residential use, or otherwise separated from the holding within the previous 5 years;

iv. The proposed dwelling is of a size commensurate with the functional requirements of the enterprise and is of a scale, design and layout appropriate to its surroundings;

v. Where practical for its purpose, it is located close to existing buildings / dwellings, to minimise its visual and environmental impact;

vi. Where a case can be made for a permanent dwelling in the countryside for work purposes, planning conditions will be placed on the property in terms of limiting the occupancy so that it will be retained for those purposes and cannot be sold on / sublet for general accommodation unrelated to the enterprise.

Annex G outlines the functional and economic tests.

B. Temporary or seasonal accommodation requirements to serve rural enterprises will be considered on a case-by-case basis, but will need to demonstrate:

i. that there is a proven business case for the accommodation;

ii. that there is no appropriate accommodation available in nearby settlements;

iii. that impacts on local services, landscape and amenity are mitigated.

Reasoned Justification

1. Dedicated housing for rural workers is still important to support agriculture, horticulture and rural occupations such as forestry that sustain the rural economy.

2. New development in the countryside is strictly controlled. This has been the case in previous development plans in south Worcestershire and is also set out in national policy. The NPPF (paragraph 55) outlines the need to locate housing in rural areas where it will enhance or maintain the vitality of rural communities. It also states that local planning authorities should avoid new, isolated homes in the countryside unless there are special circumstances. The objective is to protect the countryside for its intrinsic character, natural beauty and resources for all to enjoy. New dwellings for those who can show an essential need to locate for work purposes in the open countryside will need to be justified to demonstrate that the dwelling will support an existing agricultural, forestry or other rural enterprise where it is essential that accommodation is provided on site. For new enterprises, temporary consent may be given for non-permanent dwellings such as a caravan, until the economic merits of the enterprise are established. Applications for dwellings to support agricultural enterprises will need to demonstrate they meet the financial and functional tests outlined in Annex G.
3. Any new dwelling should be carefully sited to minimise its impact in the landscape and its surroundings and should wherever possible be located close to existing buildings or other dwellings.

4. Rural workers’ dwellings shall not exceed 150 square metres of net useable floorspace (excluding garaging but including associated offices such as a farm office) unless it can be demonstrated through the submission of financial information that the associated holding can support a larger dwelling (see definition of net useable floorspace in the glossary). Housing for temporary or seasonal workers is an issue that needs to be addressed from time to time, for example where horticultural enterprises need to employ pickers / packers at different times of the year. This type of activity is important to the rural economy. However, accommodating such workers on or near the site can be difficult in open countryside locations. A solution may be to provide temporary accommodation in the form of mobile homes or caravans, but this is not always appropriate, especially if large numbers of people need to be housed. Each case should be considered on its merits, but with a recognition that such workers can contribute to local enterprises and the local economy. Policies should allow for flexibility.
SWDP 20: Housing to meet the needs of older people

A. The provision of housing to help meet the needs of older people will be encouraged on all
allocated and windfall sites of 5 units or more.

B. All urban extensions should include a range of housing and accommodation designed to
suit the various housing needs of older people.

C. Where specialist housing for older people falling into Class C2 of the Town and Country
Planning (Use Classes) Order 1987 (as amended) is proposed, permission will be granted
provided the following conditions (and other relevant SWDP policies) are met / addressed:

i. There is a genuine and evidenced undersupply of that type of accommodation
provision in the locality;

ii. The scheme is situated in a sustainable location – having good access to public
transport, healthcare, shopping and other community facilities - unless it can be
demonstrated that the benefits of the scheme to the local community significantly
outweigh the less sustainable location of the development. This would only apply to
schemes involving the provision of on-site services and facilities and tailored
transport services to meet the needs of residents;

iii. Where a mix of C2 and C3 uses are proposed on a single site, on-site affordable
housing will be required related to the C3 element (SWDP 15).

Reasoned justification:

1. The 2011 Census indicates that 19.8% of residents in south Worcestershire are aged 65 and over,
compared with an average of 16.4% for England and Wales. South Worcestershire has an ageing
population and significant growth is predicted in middle-aged and pensioner households. It will be
necessary to address this by providing a wide range of new homes required to meet the needs of
older people, including flats, bungalows and houses and on appropriate sites more specialised
needs such as extra-care provision. All housing sites of 5 units or more should help to meet this
general need where appropriate.

2. It is considered that the specialist housing needs identified for older people (e.g. C2 housing) will
be delivered primarily in Worcester and the main / other towns but also in other sustainable
locations with good access to public transport, healthcare shopping and other community facilities. 
However, it is recognised that where there is a significant benefit to the local community, less
sustainable locations may be considered acceptable to help meet an undersupply of specialist
housing for older people. This would only be applicable to schemes involving the provision of on-
site services and facilities and tailored transport services to meet the needs of residents where
a conventional approach to assessing sustainability may be less relevant.

3. The SWDP seeks to enable the provision of extra-care housing and supported housing, particularly
where it is driven by population trends in an area. Whether it is classed as housing or institutional
use, such development is being planned for and managed as part of the housing strategy and
housing land supply.
SWDP 21: Design

A. All development will be expected to be of a high design quality. It will need to integrate effectively with its surroundings, reinforce local distinctiveness and conserve and where appropriate enhance cultural and heritage assets and their settings. New and innovative designs will be encouraged and supported where they enhance the overall quality of the built environment in established locations, or as extensions to more recent development.

B. Proposals for new buildings and wider-scale redevelopment must demonstrate a high standard of design and make a positive contribution to the quality of the environment. Applications should demonstrate, through a Design and Access Statement or other supporting evidence, how each of the criteria will be considered; they will also need to address the following matters:

i. Siting and layout:
The siting and layout of a development should reflect the given characteristics of the site in terms of its appearance and function. Orientation should take advantage of passive heating and cooling systems, offer shade as appropriate and provide for the use of renewable energy.

ii. Relationship to surroundings and to other development:
Development proposals must complement the character of the area and the distinctive characteristics of south Worcestershire. In particular, development should respond to surrounding buildings and the distinctive features or qualities that contribute to the visual and heritage interest of the townscape, frontages, streets and landscape quality of the local area. Design proposals should ensure that all prominent views, vistas and skylines are maintained and safeguarded, particularly where they relate to historic assets, existing landmark buildings, ‘gateway’ sites, Significant Gaps and settlement boundaries.

iii. Open spaces:
The open spaces between settlements should be safeguarded to maintain their distinct identities and characters and to prevent coalescence and ribbon development.

iv. Mix of uses:
To create vitality and interest, proposals should incorporate a mix of uses appropriate to the location. Buildings should incorporate flexible designs, addressing access to public open spaces and enabling adaption for future needs and uses in terms of internal spaces and extensions.

v. Sustainability and energy performance:
All new development (and when improving the energy performance of south Worcestershire’s existing building stock) should contribute towards achieving national renewable energy targets and maximising opportunities for exceeding national timetables for zero-carbon development and water conservation / efficiency by virtue of their design, layout and use of materials.

vi. Scale, form and massing:
The scale, massing and height of development must be appropriate to the setting of the site and the surrounding landscape character and townscape, including existing urban grain and density.
vii. Links, connectivity and access:
Design and layouts should maximise opportunities for pedestrian and cycle linkages to the surrounding area and local services and should be generally accessible for all users including those with disabilities. Vehicle traffic from the development should be able to access the strategic and local road network safely; this should also have the capacity to accommodate the type and volume of traffic from the development without undue environmental consequences.

viii. Detailed design and materials:
The detailing and materials of a building must be of the highest quality and appropriate to its context. Design should incorporate suitable approaches to sustainable construction and ensure adaptability to changes in the climate.

ix. Appropriate facilities:
Development should incorporate the required household waste and recycling storage facilities, provision for the storage of bicycles, connection to IT and other virtual communication networks and, where feasible, provision for a bus shelter and/or bus service to the development. Satisfactory access and provision for the parking, servicing and manoeuvring of private and public vehicles should be delivered in accordance with the adopted local standards.

x. Landscaping and biodiversity:
Development should provide high quality hard and soft landscaping. The importance of soft landscaping, appropriate species and incorporating arrangements for long-term management is emphasised. Opportunities to enhance biodiversity and habitat and reinforce links to existing Green Infrastructure should be included in proposals where appropriate.

xi. Public realm:
Streets, pathways and public open spaces are the ‘glue’ that binds a place together, making it legible, attractive and safe and an easy place to move around and visit. Public realm, street scene and open spaces should be interesting and well-planned, appropriately detailed and maintained (via management agreements) sufficiently to endure and should incorporate active frontages where appropriate. Proposals should include appropriate hard and soft surfaces, public art, street furniture, shade, lighting and signage.

xii. Creating a safe environment:
Opportunities for creating a safe environment and providing surveillance should be included, principally through the layout and positioning of buildings, spaces and uses. Where appropriate, measures for crime reduction should be applied to standards set out in the ‘Designing out Crime’ guidance. Buildings and their surrounding spaces should be designed to allow rapid access by the emergency services.

xiii. Advertisements:
Consent will be granted for outdoor advertisements (including poster hoardings) provided the display will not adversely affect the amenities of the area or impact on public safety. Illuminated signage will only be permitted where lighting is unobtrusive or not considered to be harmful to the character and appearance of the site or surroundings. Advertisements on shop fronts, commercial and industrial buildings,
Reasoned Justification

1. Design quality is critical to good planning as excellence in design can enhance the quality of people’s lives, create a sense of place, improve the attractiveness of a location and create safer places to live and work. Poor design on the other hand has the potential to detract from people’s day-to-day lives through poor building relationships, car-dominated layouts and a sub-standard public realm, all of which add little to a sense of place and have a negative impact on land values, property prices and the environment in general.

2. Consequently, the policy criteria are applicable to all aspects of design, including those associated with residential and employment development, public buildings and the public realm.

3. Good design is also a crucial element in supporting economic prosperity. Ensuring the highest quality of design in employment and retail locations, along with enhancement through quality design of Worcester and south Worcestershire’s market towns and villages, is an important factor in attracting inward investment and promoting a vibrant tourist economy. However, for some employment development proposals, notwithstanding the need for energy efficient designs, it is recognised that the aesthetics may be less important with respect to established industrial estates.

4. It is essential that full consideration is given to achieving sustainable development and mitigating against climatic variations over the lifetime of a new building or development. In particular the choice of location, design, materials and ensuring ecological integrity should be maintained. Reducing the demand for energy and improving energy efficiency is also an important starting point for achieving sustainable design. Designs should incorporate and maximise the use of sources of renewable energy and include energy-efficient methods of heating, lighting and ventilation.

5. Good design is also vital in protecting and enhancing the special character of south Worcestershire. The design principles set out in this policy, alongside the detailed Design Guide SPD, provide a high-level design framework for new development that support the diverse nature of good design. This may be complemented by Neighbourhood Development Plans, parish plans, or village design statements that can provide the ‘fine grain’ local design detail. In accordance with the NPPF, it is expected that pre-application discussions should include design-related matters and applicants should employ the ‘Building for Life 12’ methodology to assess the scheme at pre-application and submission stages. Where development proposals are required to be accompanied by a Design and Access Statement, these should be used to explain how the principles of good design, including those set out in this policy’s criteria, have been incorporated into the development. This policy should be read in conjunction with other relevant policies in the SWDP and proposals will be expected to demonstrate that they have been informed by current available guidance and evolving best practice.

6. Development proposals are not designed in isolation from their context. Although there are considerable variations in local architectural styles, buildings and urban areas across south Worcestershire can be characterised within the broad typologies set out in the Design Guide SPD. New development should take account of the characteristics of the site, as well as the distinctiveness of the wider locality and make a positive contribution to the surrounding area. In accordance with the NPPF, a development will not be acceptable if its design is inappropriate in its context.

30 Design Guide SPD; Building for Life 12; AONB Design Guidance; Better By Design; Manual for Streets; Worcestershire Landscape Character Assessment; South Worcestershire Historic Environment Assessment.
context, or if it fails to take any opportunity available to improve the character and quality of an area and the way it functions.

7. The use of innovative and contemporary design that enhances the overall quality of the townscape, either in established core areas or as extensions to more recent development, is encouraged. Through employing the best aspects and approaches of contemporary design, it will be possible to leave a legacy of architecture and urban design for future generations to value. Contemporary design can either involve new materials and technology used in a traditional format or the use of traditional materials in a new and innovative design or a combination of both. Where adventurous new designs have been tried, they can become valued local landmarks and make a positive contribution to the locality. Innovative designs can be particularly successful when integrated into conservation areas or as extensions to historic buildings and do not need to be confined to areas outside these designations.

8. Attention should be given to details in regard to the appearance of development. This should take into account the decoration of a building or structure and the texture, colour, pattern and durability of materials used. To improve the sustainability and local distinctiveness of new development, the use of locally sourced materials and those recovered from demolished structures on site will be encouraged where feasible and appropriate. However, it is acknowledged that there will be instances when modern construction methods and sustainable design solutions will necessitate the use of other materials. Development opportunities that seek to minimise resources, energy use and climate change impact through the design, layout and use of materials in development will be encouraged.

9. Appropriate facilities for users of new development should be integrated effectively into its design and layout to ensure that they can be accessed in a safe and convenient manner whilst not detracting from the overall appearance of the development. The nature of the facilities will vary depending on the development proposed but should include:
   a. Waste management and storage facilities.
   b. Provision for the storage of bicycles.
   c. Connection to information technology networks.
   d. Provision of access to public transport.

10. Where appropriate, particularly with respect to masterplanning the urban extensions, the use of design codes will be considered, in accordance with the NPPF.
SWDP 22: Biodiversity and Geodiversity

A. Development within or that would compromise the favourable conservation status of a Special Area of Conservation (SAC)\textsuperscript{31}, other international designations, a Site of Special Scientific Interest (SSSI)\textsuperscript{32}, Ancient Woodlands (AW) or European or nationally protected\textsuperscript{33} species or habitats (as shown on the Proposals Map) will not be permitted.

B. Development within, or that would compromise the favourable conservation status of, a Grassland Inventory Site (GIS), a Local Wildlife Site (LWS), a Local Geological Site (LGS), a Plantation or Ancient Woodland site, an important individual tree e.g. “veteran” tree or woodland, species or habitats of principle importance recognised in the Biodiversity Action Plan or listed under section 41 of the Natural Environment and Rural Communities Act 2006, will only exceptionally be permitted if:

i. The need for development has clearly been demonstrated to outweigh the importance of the biodiversity / geodiversity interest; and

ii. There are no reasonable alternative sites available; and

iii. Full compensatory provision is secured and will be established via legal agreement.

C. All new development must be designed to enhance biodiversity / geodiversity interest and safeguard ecological corridors. Development should also contribute towards securing coherent, robust ecological networks at both a local and wider landscape scale, including designated areas such as the Abberley and Malvern Hills Geopark, Nature Improvement Areas and their successors. Whilst a reduction in on-site biodiversity / geodiversity may be mitigated by off-site compensation, this will only be acceptable where on-site mitigation is clearly not possible.

Reasoned Justification

1. The NPPF recognises the need for the planning system to perform an environmental role and protect and enhance the natural environment, including areas with geological and biodiversity interests. The Natural Environment and Rural Communities (NERC) Act (2006) requires public bodies to have regard to the purpose of conserving biological diversity.

2. This is a particular goal for the partner authorities, who recognise that the high quality of the natural environment is an important factor in the relatively high quality of life experienced by most residents. It is also the reason why many businesses set up in and relocate to the area.

3. The economic and social importance of the UK’s natural environment equates to about £30 billion per year. It is clearly important, therefore, to reverse the recent trend of biodiversity loss; if this is not achieved, the ecosystems themselves will become compromised. Worcestershire supports a wide range of habitats and species, some of which are statutorily protected and are therefore of particular importance to decision-makers. Establishing high quality new habitats is technically very difficult to achieve and therefore the priority is to enhance the existing resource.

\textsuperscript{31} Sites of international importance are considered invaluable and will be subject to the strongest scrutiny (Includes candidate SACs).

\textsuperscript{32} Includes candidate SSSIs.

\textsuperscript{33} To include anything protected in the \textit{Wildlife and Countryside Act (1981)} and the \textit{Habitat and Conservation Regulations (1994, amended 2010)}. 
SWDP 23: The Cotswolds and Malvern Hills Areas of Outstanding Natural Beauty (AONB)

A. Development within or affecting the setting of the AONB (as shown on the Proposals Map) that would adversely impact the natural beauty\textsuperscript{34} of the area will not be permitted. The priority is for carefully designed conversions.

B. Any development proposal must complement and enhance the special qualities of the landscape.

C. Development proposals must also be supportive of the most up-to-date approved AONB Management Plans.

Reasoned Justification

1. The Cotswolds and Malvern Hills Areas of Outstanding Natural Beauty are nationally important landscapes that are clearly recognised in the NPPF\textsuperscript{35}.

2. The AONB are designated under the same legislation as National Parks. The Countryside and Rights of Way (CROW) Act 2000 requires local planning authorities to conserve the natural beauty of AONB landscapes. The Act also requires the publication of management plans. These are prepared by the AONB Conservation Boards.

3. The nature of the topography is such that even small scale development can have a significant visual impact on the principal attributes of the AONBs. The Strategic Housing Land Availability Assessment clearly shows plenty of potential housing land capacity beyond the AONBs, so it is considered that there is no overriding justification for large-scale unallocated development in these protected landscapes.

\textsuperscript{34} The term “natural beauty” is defined in the Cotswolds AONB Management Plan as including “landscape, flora and fauna, geological or physiographical features and heritage, including archaeology and settlement character.”

\textsuperscript{35} NPPF (2012) paragraph 115.
SWDP 24: Management of the Historic Environment

A. Substantial harm to or loss of the significance of designated heritage assets (as shown on the Proposals Map) should be wholly exceptional. Proposals likely to result in harm to or loss of significance of heritage assets will normally be resisted, unless clear and convincing justification, in accordance with national guidance, can be provided. The greater the harm or loss to the significance of the asset or its setting and the greater the significance of the asset itself, the greater the justification required.

B. Proposals involving new build, repair, alteration or extension of heritage assets should conserve the significance of the existing asset and its setting. This should be achieved by means of appropriate siting, massing, form, height, scale, detail and use of local materials.

C. Proposals likely to affect the significance of a heritage asset, including the contribution made by its setting, should demonstrate an understanding of such significance in sufficient detail to allow the potential impacts to be adequately assessed. This should be informed by available evidence and, where appropriate, further investigation to establish the significance of known or potential heritage assets.

D. The sympathetic and creative re-use and adaptation of historic buildings will be encouraged, as well as other proposals which provide a sustainable future for heritage assets identified as at risk.

E. Where material change to a heritage asset has been agreed, recording and interpretation should be undertaken to document and understand the asset's archaeological, architectural, artistic or historic significance. The scope of the recording should be proportionate to the asset's significance and the impact of the development on the asset. The information and understanding gained should be made publicly available, as a minimum through the relevant Historic Environment Record and where appropriate at the asset itself through on-site interpretation.

Reasoned Justification

1. The various elements of the historic environment contribute to making south Worcestershire a desirable place to live and work and attracts tourism and economic investment to the area.

2. Conservation of heritage assets must reflect a sufficient understanding of their significance, including both their setting and their wider context in the landscape/townscape. It is recognised that many heritage assets, in particular archaeological remains, are currently unidentified. Appropriate information, where necessary from field investigation, is key to well-informed decision-making.

3. Early pre-application discussions are encouraged, to allow the early identification of heritage issues, save time, reduce risk and improve the quality of applications. These discussions should involve the local planning authority, applicants, architects and agents and heritage specialists.

4. The sympathetic re-use, repair and adaptation of existing buildings can act as a catalyst for economic regeneration, support tourism and encourage the sustainable use of resources. More importantly, it contributes towards delivering the national and local policy aim of sustainable development by supporting the principles contained in SWDP 1. It is important that any climate-change mitigation/adaptation measures do not cause harm to the significance of heritage assets. Where appropriate, when opportunities for creative, contemporary and innovative architectural design arise, this will be encouraged. Enabling development can be considered where there is a case for it.
SWDP 25: LANDSCAPE CHARACTER

A. Development proposals and their associated landscaping schemes must demonstrate the following:

i. They fully take into account the latest Landscape Character Assessment and its guidelines. Depending on the location and/or nature of the proposal, a Landscape and Visual Assessment may be required;

ii. They are clearly appropriate to and integrate with the character of the landscape setting;

iii. As a minimum, they conserve the primary characteristics and important features of the Land Cover Parcel and have taken any available opportunity to enhance the landscape.

Reasoned Justification

1. The distinctive landscape of south Worcestershire is a significant factor in the relatively high quality of life experienced by most residents. It is also a distinctive heritage feature, which is reflected in a relatively buoyant tourism market within the local economy. To allow inappropriate development would therefore compromise both general wellbeing and the economic viability of south Worcestershire.
**SWDP 26: Telecommunications and Broadband**

**Broadband**

A. Developers of new developments (residential, employment and commercial) will be expected to facilitate and contribute towards the provision of broadband infrastructure suitable to enable the delivery of broadband services across the south Worcestershire area to ensure that the appropriate service is available to those who need it.

B. Developers should take account of the latest County Local Broadband Plan and seek up-to-date advice from the County Broadband Team, wherever appropriate.

C. Developers must make sure that broadband services that meet the ambition of the European Digital agenda are available, wherever practicable, to all residents of the development at market prices and with a full choice of all UK service providers.

D. Developers are required to work with a recognised network carrier to design a bespoke duct network, wherever practicable, for the development.

E. In some rural locations, in accordance with SWDP 8, an alternative appropriate solution may represent the best way forward.

F. Other forms of infrastructure, such as facilities supporting mobile broadband and Wi-Fi, should be included, wherever possible and viable

**Telecommunications**

G. When considering notifications, planning applications and prior approval applications, regard will be had to the following factors:

   i. operational requirements of the telecommunication networks and the technical limitations of the technology, including any technical constraints on the location of telecommunications apparatus;

   ii. the need for the ICNIRP Guidelines (and any other relevant guidance in place at the time of the application) for safe emissions to be met;

   iii. the need to avoid interference with existing electrical equipment and air traffic services;

   iv. the potential for sharing existing masts, buildings and other structures. Such evidence and justification for any new site should accompany any application made to the local planning authority;

   v. the impact of the development on its surroundings with particular regard to the following criteria:

      - the siting and appearance of the proposed apparatus and associated structures should seek to minimise the impact on the visual amenity, character or appearance of the surrounding area.

      - if on a building, apparatus and associated structures should be sited and designed in order to seek to minimise impact to the external appearance of the host building.

      - if proposing development in a sensitive area, the development should not have an unacceptable effect on conservation areas or buildings of architectural or historic interest or areas of ecological interest or areas of landscape value or sites of archaeological importance.

      - the proposed provision of landscaping.
H. Telecommunications equipment that has become obsolete or that is no longer in use should be removed as soon as practicable and the site restored to its former condition.

Written justification

1. Communication infrastructure includes telephone systems (both wired and mobile) and broadband. The benefits of having a modern and accessible system of telecommunications, wireless and electronic methods of communication to the south Worcestershire area will be significant.

2. This is also recognised in SWDP 7 on Infrastructure and in the supporting South Worcestershire Infrastructure Delivery Plan (SWIDP).

3. A digitally accessible south Worcestershire will allow people enhanced freedom of choice about where and how they work, how they interact with services and facilities and how they promote and operate their businesses. A connected community is a more sustainable one, as it represents the opportunity for a reduction in car-based commuting and a commensurate reduction in carbon outputs and traffic congestion. It also promotes the idea of south Worcestershire as a suitable place for high technology activities and employment to take place.

4. The Government is committed to securing a world-class communication system. Currently, the main barrier to this is the availability of super-fast broadband, especially in more rural areas. It has announced that it wants to see every community in the UK connected to the fibre broadband network by 2015. At present the coalition government aims for 90% of people in the UK to be within reach of a superfast broadband (24mbps+) service by 2015.

5. The NPPF recognises the role of advanced, high quality communications infrastructure in creating sustainable economic growth. The development of high speed broadband technology and other communications networks will also play a vital role in enhancing the provision of local community facilities and services.

6. The NPPF (paragraph 43) states:

   “In preparing Local Plans, local planning authorities should support the expansion of electronic communications networks, including telecommunications and high speed broadband. They should aim to keep the numbers of radio and telecommunications masts and the sites for such installations to a minimum consistent with the efficient operation of the network. Existing masts, buildings and other structures should be used, unless the need for a new site has been justified. Where new sites are required, equipment should be sympathetically designed and camouflaged where appropriate”.

7. Increasingly the demand is for super fast broadband using fibre optic technology but there is no legal requirement to provide this facility. BT is currently rolling out super-fast broadband to two thirds of the population by 2015. In April 2011 Malvern was included in this programme.

8. The law requires that copper wire telephone services are provided to all new development. It is therefore assumed that there will be no issue with the provision of telephone services to new development.

9. Information from the Worcestershire County Council Research and Intelligence Unit (February 2012) identifies a number of locations within the region where broadband “slow spots” are found, as well as areas that are scheduled for super-fast broadband. These areas include the Worcester to Droitwich Spa corridor, Malvern and Evesham and their hinterlands.

10. Developments should provide for the physical requirements of communication infrastructure, allowing for future growth in service infrastructure. According to a white paper from BT (January
2011), it is estimated that around 80% of the cost of deploying new infrastructure is associated with civil engineering costs:

“Projects have therefore looked at building new duct and/or laying optical fibre and then renting this to operators”.

11. It goes on to point out that there needs to be a correlation between provision and demand for the provision to be cost-effective:

“... there is a risk that disconnecting deployment of infrastructure from service providers can result in suboptimal deployment where the infrastructure maps poorly to emerging demand”.

12. Worcestershire County Council’s Local Broadband Plan ‘Connecting Worcestershire’ was endorsed by the Secretary of State on 30 April 2012. This will help to co-ordinate and deliver the roll-out of network improvements across the region.

13. Development is required to have regard to the latest guidelines of the International Commission for Non-Ionising Radiation Protection. These guidelines are for the protection of humans exposed to electric and magnetic fields in the low-frequency range of the electromagnetic spectrum. They are intended to provide protection against all established adverse health effects.

14. Further information on telecommunications and broadband is contained in the South Worcestershire Infrastructure Delivery Plan.
SWDP 27: Renewable and Low Carbon Energy

Incorporating Renewable and Low Carbon Energy into New Development

A. To reduce carbon emissions and secure sustainable energy solutions:
   i. All new developments over 100 square metres or one or more dwellings (except those outlined below) will be required to incorporate the generation of energy from renewable or low carbon sources sufficient to reduce estimated carbon dioxide emissions from residual energy use in the development by at least 10%;
   ii. All new development as part of urban extension allocations and large-scale development proposals - including Worcester South, Worcester West, Worcester East, Worcester North, Droitwich Spa, Cheltenham Road, Hampton, development at north-east Malvern and north of Pershore - will be required to incorporate the generation of energy from renewable or low carbon sources sufficient to reduce estimated carbon dioxide emissions from residual energy use in the development by at least 20%.

B. Large mixed-use developments will be required to examine the potential for combined heat and power. If viable, a combined heat and power network will be required and it will count towards the reduced carbon dioxide emission target.

C. The level of renewable and low carbon energy required to achieve the targets will be set by the level of energy efficiency achieved - the greater the level of energy efficiency, the less renewable and low carbon energy will be required to meet the 10% or 20% targets.

D. The carbon savings arising from the installation of renewable and low carbon energy will count towards meeting the overall Building Regulations carbon compliance levels. However, if a development has been designed to be more energy efficient than it needs to be, this increased level of efficiency cannot be used to reduce the percentage of renewable and low carbon energy required. In this situation, the renewable and low carbon energy target will dominate and the percentage reduction against regulated carbon emissions would be higher than the Building Regulation carbon compliance levels.

E. The use of on-site sources, off-site sources or a combination of both should be considered in meeting the above requirements.

F. An energy assessment must be submitted with the planning application to demonstrate that these requirements have been met.

G. Where it can be demonstrated that residential or non-residential developments are not able to achieve the minimum renewable and low carbon energy targets (due to technical feasibility or financial viability), then a financial contribution towards the Carbon Offset Fund will be required to cover the remaining carbon emissions.

Off-Site Renewable and Low Carbon Energy Schemes

H. Proposals for off-site renewable and low carbon energy schemes are welcomed and will be considered favourably, subject to compliance with other policies in the Plan.

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36 This policy should be considered within the context of an “energy hierarchy”, whereby energy demand is reduced through energy efficiency and low energy design (see SWDP 21 - Design) before meeting residual energy demand, first from renewable or low carbon sources and then from fossil fuels.
I. The south Worcestershire authorities will provide further advice and guidance on this policy in a Supplementary Planning Document.

Reasoned Justification

1. The EU Renewable Energy Directive (Directive 2009/28/EC) sets an overall target for 20% of the energy consumed in the EU to come from renewable sources by 2020. This overall target is divided by country, with the UK’s target being 15% by 2020.

2. The Climate Change Act (2008) established a legal requirement for the UK to achieve an 80% cut in CO₂ emissions by 2050, with a 34% cut by 2020. The Planning and Energy Act (2008) allows local planning authorities policies to impose reasonable requirements for a proportion of energy used in developments to be from renewable and low carbon sources in the locality of the development.

3. The NPPF recognises the key role planning plays in supporting the delivery of renewable and low carbon energy. To help increase the use and supply of renewable and low carbon energy, the NPPF states (paragraph 97) that local planning authorities should:
   a. Have a positive strategy to promote energy from renewable and low carbon sources.
   b. Design policies to maximise renewable and low carbon energy development while ensuring that adverse impacts are addressed satisfactorily, including cumulative landscape and visual impacts.
   c. Identify opportunities where development can draw its energy supply from decentralised, renewable or low carbon energy supply systems and for co-locating potential heat customers and suppliers.

4. The development of renewable and low carbon energy is a key means of reducing South Worcestershire’s carbon dioxide (CO₂) emissions, promoting energy security for the future and reducing vulnerability to rising fuel costs.

5. Energy can also be recovered from waste management facilities such as Energy from Waste (EfW) and landfill gas. Planning applications relating to waste management facilities are “county matters” and are determined by Worcestershire County Council.

6. Worcestershire County Council’s technical research paper, Planning for Renewable Energy in Worcestershire (January 2009) and the West Midlands Renewable Energy Capacity Study (March 2011), provide the most detailed evidence of opportunities for the development of renewable and low carbon energy in South Worcestershire.

7. The West Midlands Renewable Energy Study identifies on-site micro-generation in new and existing developments as offering the largest opportunity for renewable energy generation in Worcester. On-site micro-generation also provides significant opportunities for Malvern Hills and Wychavon, particularly in proposed new developments.

8. Building Regulations set out minimum levels of carbon compliance to be achieved by all new residential dwellings. These compliance levels require a reduction in carbon dioxide emissions of 25% over 2006 Building Regulation standards. From 2013, this compliance level will increase to a 44% reduction and from 2016 a zero carbon standard will come into force, representing a 100% reduction from all sources of emissions. The Government has also indicated its desire to achieve zero carbon status in all non-residential buildings by 2019, with an indication that emission reductions should be sought from 2013 onwards, in a similar ‘stepping stone’ approach to emission reduction targets in residential dwellings.

9. Whilst the south Worcestershire authorities will rely on the national timetable for introducing standards in carbon dioxide emission reductions from residential and non-residential development,
to secure sustainable energy solutions all new development (over 100 square metres or one or more dwellings) will be required to reduce carbon dioxide emissions from residual energy use in the buildings by at least 10% through the use of on-site renewable and low carbon energy technologies.

10. The SWDP proposes major developments at Worcester South, Worcester West, Worcester East, Worcester North, Droitwich Spa, Cheltenham Road, Hampton, development at north-east Malvern and north of Pershore during the plan period. The scale of these sites and the provision of mixed use development on them provides greater opportunities for the deployment of renewable and low carbon energy and potential access to lower cost sustainable energy solutions. For these major developments, renewable or low carbon energy generation will be required, at a level sufficient to reduce carbon dioxide emissions from residual energy use in the development by at least 20%.

11. To demonstrate that the renewable and low carbon energy targets will be met, planning applications must be accompanied by an energy assessment. Where developments are not able to achieve the above targets, a financial contribution towards the Carbon Offset Fund will be required to cover the remaining carbon emissions.

12. All developments will be expected to meet renewable and low carbon energy targets unless it can be demonstrated that:
   a. A variety of renewable energy sources and generation methods have been assessed and costed; and
   b. Achievement of the target would make the proposal unviable (through submission of an independently assessed financial viability appraisal).

13. Based on existing patterns of heat demand, the West Midlands Renewable Energy Capacity Study also identified opportunities for district heating and CHP plants in Worcester, Pershore, Evesham, Droitwich Spa and Malvern. The development of decentralised energy will be encouraged and a decentralised energy network viability assessment should be submitted as part of the application process for large mixed-use developments.

14. The retrofitting of micro-generation technologies in existing developments will be encouraged, subject to consideration of potential impacts on local planning designations, the historic environment and the residential amenity of the local area.

15. Micro-generation and decentralised energy supplies in new developments will provide only part of the solution to reducing CO$_2$ emissions and promoting energy security. Both the Planning for Renewable Energy in Worcestershire and the West Midlands Renewable Energy Capacity studies indicate opportunities for off-site renewable and low carbon energy schemes including:
   a. Potential sites throughout south Worcestershire where there is sufficient average wind speeds to generate energy from wind turbines.
   b. Significant potential for biomass energy from existing woodland and from energy crops.
   c. Localised opportunities for hydroelectric power.

16. Whilst it is important that off-site renewable and low carbon energy is encouraged, it is also important that it is appropriately located and designed. The integration of large-scale renewable and low carbon energy proposals into south Worcestershire’s varied landscapes requires careful consideration. Designated areas (e.g. AONB) in particular need to be protected from inappropriate development. The purposes of designation will vary considerably between sites and may not be in conflict with particular forms or scales of renewable and low carbon energy development. The key test in assessing proposals will be the extent to which they might affect the integrity of the designation.
17. Minimising any impacts caused by noise, odour, traffic, discharges to the air and watercourses will be important, particularly in relation to nearby residential areas and individual dwellings. Visual impacts on the landscape will also be a relevant issue when determining the acceptability of proposals for large-scale renewable and low carbon energy proposals.

18. The wider benefits of renewable and low carbon energy projects will also be material considerations when assessing planning applications. These benefits include a contribution to CO$_2$ reduction, the diversification of local rural economies, the creation of new jobs and support for the regeneration of urban areas, including industrial and brownfield sites.

19. Community involvement in developing proposals for off-site renewable and low carbon energy schemes is encouraged.
SWDP 28: Management of Flood Risk

Key principles to apply across all of south Worcestershire:

A. In order to minimise impacts of and from all forms of flood risk, the following policy requirements must be strictly adhered to:

i. All development proposals must clearly demonstrate that the Sequential Test\textsuperscript{38} as set out in the latest version of the Strategic Flood Risk Assessment (SFRA) has been applied;

ii. If the Sequential Test has been satisfied, development proposals must satisfy the Exception Test as set out in the latest version of the SFRA;

iii. Site specific Flood Risk Assessments (FRAs), informed by the latest version of the SFRA will be required for the following:
   - all SWDP development allocations;
   - any other development proposals over 1ha in size;
   - any other development proposals in Flood Zones 2 and 3 (as defined by Environment Agency mapping);
   - any other development proposals in Flood Zone 1 where evidence, in particular the SFRA, indicates there are records of historic flooding or other sources of flooding, including from ordinary watercourses and / or a need for more detailed analysis.

Site-specific FRAs

B. All development proposals must adhere to the advice in the latest version of the SFRA and the guidance provided on FRAs. Site specific FRAs will demonstrate:

i. Protection of floodplains from inappropriate development;

ii. Provide level for level, volume for volume, floodplain compensation where necessary;

iii. Ensure no increase in flood risk or detriment to third parties;

iv. Explore opportunities to provide flood risk betterment (including contributions);

v. Development is safe for its lifetime;

vi. Development is resilient / resistant where necessary;

vii. Take into account all forms of flooding;

viii. Include appropriate allowances for climate change;

ix. Ensure safe access and egress is available for residential development in accordance with DEFRA guidance (table 13.1 from FD2320 – Danger to People for Combinations of Depth and Velocity – see below). Access to ‘safe refuges’ or ‘dry islands’ are unlikely to be considered safe as this will further burden the Emergency Service in times of flood;

x. An assessment of residual risk;

xi. Satisfactory Evacuation Management Plans, where necessary, including consultation with the Emergency Services and Emergency Planners;

\textsuperscript{38} For residential development proposals the latest published Strategic Housing Land Availability Assessment clearly shows that there is sufficient low flood risk land on which to meet the housing supply requirements for the plan period to 2030.
xii. Development layouts are informed by drainage strategies incorporating SuDS (as set out in SWDP 28).

Development proposals in areas of high flood risk – urban areas

C. Where development is proposed in areas that have been mapped by the SFRA, the following policy guidance must be adhered to:

i. Floodplain [“Blue Zone”]
   Functional Flood Plain – This is identified as the “Blue Zone” on the Proposals Map. The blue zone is functional floodplain and development will not be permitted here.

ii. Floodplain [“Red Zone”]
   New development (including extensions) and redevelopment will not be permitted in areas of existing or previously existing floodplain flow [as defined by the Environment Agency] shown as “red zone”, or within 8 metres of the top of both banks of other watercourses, as shown on the proposals map. Where options for managed retreat or land swap exist, developers should explore these with the Local Authority.

iii. Floodplain [“Yellow Zone”]
   Redevelopment of existing sites within the floodplain in areas not subject to significant flood flows [as defined by the Environment Agency], shown as “yellow zone” on the proposals map, will be permitted provided:
   • It is for less vulnerable or water compatible uses (as defined in Table 2 of NPPF Technical Guidance);
   • Ground floor levels of all buildings are set above the 1 in 100-year flood level including an allowance for climate change, with an appropriate freeboard to be agreed with the LPA, the lead Local Flood Authority and Environment Agency and should be flood-free during an extreme flood event;
   • Safe access is available for the lifetime of the development and is supported by flood warnings and suitable evacuation plans being in place;
   • Car parking is designed to have regard to potential flood depths and hazards and mitigation measures are put in place (no basement car parking shall be permitted);
   • There is no detriment to the available flood storage capacity of the floodplain and additional flood storage is created; and
   • Unnecessary obstructions to flood flow are removed, restoring flood flow pathways

Flood Risk and caravans, mobile homes and chalet parks

D. Development for caravan, mobile home and chalet parks will not be permitted within the 1% plus climate change (‘high risk’) floodplain. Where existing caravan, mobile home and chalet parks are located within the ‘high risk’ floodplain, permission will not be granted for intensification of the park through additional caravans and / or increased occupancy. Options for the relocation of the existing development to a suitable area of lower flood risk should be considered.

Protection and enhancement of watercourses

E. Planning permission for development will only be granted where:
i. The natural watercourse profiles are not adversely affected and opportunities explored to enhance river corridors;

ii. A minimum 8m access strip is provided adjacent to the top of both banks of any watercourse for maintenance purposes and is appropriately landscaped for open space and biodiversity benefits (this width may be reduced in exceptional circumstances where agreement from the Environment Agency, the lead Local Flood Authority and the local planning authority is reached);

iii. It would not result in the loss of open water features through draining, culverting or enclosure by other means and culverts are opened up wherever possible.

Table 8:
DEFRA Guidance Table 13.1 from FD2320\(^\text{39}\) – Danger to People for Combinations of Depth and Velocity:

<table>
<thead>
<tr>
<th>Velocity (m/s)</th>
<th>Depth of flooding (m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.00</td>
<td>0.25</td>
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<tr>
<td>6.10</td>
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<td>5.00</td>
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</tbody>
</table>

\(^{39}\) FD2320 - Flood Risk Assessment Guidance for New Development
SWDP 29: Sustainable Drainage Systems

A. To minimise flood risk, improve water quality and groundwater recharge and enhance biodiversity and amenity interest, all development proposals will be required to:

i. Demonstrate through a Water Management Statement that site drainage and runoff will be managed in a sustainable and co-ordinated way that mimics the natural drainage network.

ii. Manage surface water through sustainable drainage systems (SuDS). All SuDS must protect and enhance water quality by reducing the risk of diffuse pollution by means of treating at source and including multiple treatment trains.

iii. All SuDS schemes and long-term maintenance arrangements must be agreed with the relevant risk management authority.

iv. Demonstrate that the post-development surface water run-off rate on a greenfield site is at least equal to the greenfield rate. Proposals on brownfield land must show a 20% reduction in surface run-off rates. A greater reduction or improvement may be sought in areas identified as having surface water flooding problems as identified in the Worcestershire SWMP. In all cases, proposals must not increase surface water flood risk beyond the site.

v. Prior to the submission of a planning application, consult with Severn Trent Water to ensure appropriate water infrastructure is secured (surface water sewer capacity).

vi. Avoid culverting of any watercourses and secure adequate maintenance access. Open up any culverted watercourses unless this will clearly compromise public safety.

vii. Demonstrate that the submitted landscaping scheme will improve the ecological status of on-site watercourses and water bodies, including integration into the wider blue and green infrastructure.

viii. Demonstrate compliance with the Water Framework Directive, exploring opportunities to help meet its targets.

ix. Lack of space, prohibitive costs, inadequate infiltration and land contamination will not be accepted as reasons for not including SuDS. Given the wide range of SuDS techniques (see EA Table below) available there is a sustainable drainage solution to suit all sites.

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**Table 9:**
Environment Agency – from Advice Note on the Water Framework Directive for Local Authorities across the Midlands

<table>
<thead>
<tr>
<th>SuDS techniques</th>
<th>Water quality improvements</th>
<th>Environmental benefits</th>
<th>Water quantity benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Aesthetics</td>
<td>Amenity</td>
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<tr>
<td>Water butts, site layout &amp; management</td>
<td>◇</td>
<td>◇</td>
<td>◇</td>
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<td>Permeable pavements</td>
<td>◆</td>
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<tr>
<td>Feature</td>
<td>Significance</td>
<td>Design Consideration</td>
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<td>Filter drain</td>
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<td>Filter strips</td>
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<td>Ponds</td>
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<tr>
<td>Wetlands</td>
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<td></td>
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<tr>
<td>Detention basin</td>
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<td></td>
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<tr>
<td>Soakaways</td>
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<tr>
<td>Infiltration trenches</td>
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<td>Infiltration basins</td>
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<tr>
<td>Green roofs</td>
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<td></td>
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<tr>
<td>Bio-retention areas</td>
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<td>Sand filters</td>
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<tr>
<td>Silt removal devices</td>
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<td></td>
<td></td>
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<tr>
<td>Pipes, subsurface storage</td>
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</tbody>
</table>

Key: ◆ Significant potential benefits  ◊ Some potential benefits subject to design.
(Source: adapted from the CIRIA SuDS Manual, Table 1.7 and the Peterborough City Council draft Flood and Water Management SPD).
SWDP 30: Water Resources, Efficiency and Treatment

A. All development proposals must demonstrate\textsuperscript{40} that there are or will be adequate water supply and water treatment facilities in place to serve the whole development. Where development is being phased, each phase must demonstrate sufficient water supply and water treatment capacity.

B. Development proposals in areas where there is no mains foul drainage provision shall accord with the requirements set out within Circular 03/99: Planning requirement in respect of the Use of Non-Mains Sewerage incorporating Septic Tanks in New Development.

C. For housing proposals the daily non-recycled\textsuperscript{41} water use per dwelling must not exceed 105 litres per day per dwelling for the period to 1 April 2016. Beyond this date, the required target will be 90 litres per day.

D. For business / commercial proposals up to 1 April 2016, the water use must be such as to satisfy the BREEAM “very good” standard. Beyond 1 April 2016 the BREEAM “excellent” standard must be achieved.

E. Development proposals incorporating grey water recycling will be supported and opportunities for the retrofitting of water efficiency measures will be encouraged.

F. Proposals that would result in an unacceptable risk to the quality and / or quantity of a water body or water bodies will not be permitted.

Reasoned Justification

1. The NPPF advocates local plans to take account of climate change over the longer term, including factors such as flood risk, water supply and changes to biodiversity. The NPPF also advocates local planning authorities to actively support energy efficiency improvements to existing buildings and set local building standards consistent with the Government’s zero carbon buildings policy.

2. Without effective local planning and risk management, changes in climate may also have a significant detrimental impact on budgets and service delivery. It may also compromise the Government’s ability to meet the statutory requirements under the Climate Change Act 2008.

3. Local planning authorities have a general responsibility not to compromise the achievement of United Kingdom compliance with the Water Framework Directive (WFD\textsuperscript{42}) (Directive 2000/60/EC). More specifically, the SWDP has to take into account the River Severn Basin Management Plan, which in itself is a requirement of the WFD. All surface water bodies need to achieve “good ecological status” by 2015. The Localism Act 2011 enables the UK government to require local authorities to pay if their inaction resulted in a failure to meet WFD requirements. The Localism Act 2011 also requires local planning authorities to co-operate on cross-boundary planning issues including the provision of water supply infrastructure, water quality, water supply and enhancement of the natural environment.

4. The 2006 Natural Environment and Rural Communities (NERC) Act imposes a duty on local planning authorities to have regard to biodiversity in carrying out all of their functions.

5. Recent flooding and storm events, most notably in July 2007, caused a significant amount of damage to property and service infrastructure. Many communities suffered psychological stress. The Department for Environment, Food and Rural Affairs forecast a significant increase in annual damage to properties, infrastructure and higher casualties. It is therefore of paramount importance

\textsuperscript{40} Confirmation from Severn Trent Water is required.
\textsuperscript{41} Mains water supply.
\textsuperscript{42} Introduction to Water Framework Directive; Details of Water Framework Directive in England
that the SWDP sets out a robust policy that minimises the impact of future flooding and storm events.

6. All development reduces the amount of rainfall that is intercepted by vegetation on the ground. Culverted watercourses have the potential to become blocked by debris during periods of heavy or sustained rainfall. They also offer little biodiversity or recreational interest relative to more natural watercourses.

7. There are many areas that are served by small, localised waste water treatment works and non-mains drainage systems such as cesspools and septic tanks. These, if poorly designed or maintained, have the potential to cause significant detrimental impacts on the water environment and consequently to biodiversity and human health.

8. The South Worcestershire Water Cycle Study (2012) looks at the level of planned growth and the ability of the infrastructure (i.e. water supply and waste water treatment) to accommodate it without detrimentally affecting the natural water cycle. It identifies an overall shortage in future water supplies that necessitates the delivery of minimum water efficiency targets in advance of the Government’s proposals.

9. The effective management of water is considered critical in the pursuit of sustainable development and communities. It reduces the impact flooding can have on the community, maintains water quality and quantity and helps to enhance local amenity / property value and biodiversity through the provision of Green Infrastructure. Effective water management also reduces the movement of water and sewage thereby reducing energy requirements. The local planning authorities, the Environment Agency and Severn Trent Water will continue to work together to achieve compliance with the WFD and aim to provide sufficient water to meet local needs.
SWDP 31: Pollution

A. Pollution can take many forms e.g. chemical, dust, light, noise, fumes, smell, vibration and others, which affect the air, land and water environments.

i. Development proposals must be designed in order to avoid any significant adverse impacts, including cumulative ones, on any of the following:
   • Human health and wellbeing;
   • Biodiversity;
   • Water bodies\(^{43}\);
   • The effective operation of neighbouring land uses.

ii. All development proposals must not be sited where:
   • The land is contaminated\(^{44}\) and not capable of appropriate\(^{45}\) remediation without compromising development viability or the delivery of sustainable development;
   • The land is unstable and not capable of being remedied without compromising development viability or the delivery of sustainable development.

Reasoned Justification

1. The NPPF\(^{46}\) clearly sets out, in broad terms, that pollution and land instability are material planning considerations.

2. Pollution can and does have detrimental impacts on the environment and human health. In the absence of a robust plan policy, both the quality of life of local residents and the ecology of the area would be compromised.

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\(^{43}\) Includes surface and underground water bodies on and off site.
\(^{44}\) As defined under Part IIA of the Environmental Protection Act 1990.
\(^{45}\) For the proposed land use.
\(^{46}\) NPPF (2012) Paragraph 120.
SWDP 32: Minerals

A. New development will be expected to safeguard the use of natural resources by:

i. Protecting mineral resources (as shown on the Proposals Map) from permanent development by first assessing the scope for extraction before development (which would lead to the sterilisation of the deposit) takes place.

ii. Reducing the need for use of primary materials by reducing, reusing and recycling waste on-site, including the use of substitute or secondary and recycled materials and minerals waste within development, consistent with the transition to a low-carbon economy.

Reasoned Justification

1. Minerals extraction is an important part of South Worcestershire’s economy and an adequate supply of minerals is necessary to provide for new housing, built development and infrastructure.

2. The broad extent of mineral resources that occur in south Worcestershire are shown on the Minerals Consultation Areas layer of the SWDP interactive map.47

3. Worcestershire County Council is the Minerals Planning Authority for Worcestershire. It is responsible for minerals planning for the whole of Worcestershire. At present, minerals policy and proposals for Worcestershire are set out in the policies of the Worcestershire County Structure Plan (2001) and the Minerals Local Plan (1997) that were “saved” by the Secretary of State on 7th September 2007. The “saved” minerals policies (and anticipated Minerals Local Plan, on which work is due to commence in 2012) form part of the SWDP.

4. The County Council has a duty to determine planning applications for new minerals development in accordance with all parts of the SWDP, unless there are material planning considerations that would indicate otherwise.

5. The NPPF indicates that local planning authorities should define Minerals Consultation Areas (based on Minerals Safeguarding Areas) and should take account of the contribution that substitute or secondary and recycled materials can make to the supply of materials.

Minerals Safeguarding

6. Minerals are a finite, natural resource and can only be worked where they are found. It is important to make best use of them to secure their long-term conservation.

7. Minerals are a cross-boundary issue that invokes the Duty to Co-operate.

8. SWDP policies and proposals for non-mineral development should facilitate the sustainable use of minerals. The aim is to avoid accidental, unnecessary sterilisation of known minerals deposits that are to be safeguarded. Consideration should be given to these principles within Mineral Consultation Areas (MCAs), which are based on information provided by the County Council as Minerals Planning authority.

9. Minerals Safeguarding Areas (MSAs) are areas designated by the Minerals Planning Authority that cover known deposits of minerals that are desired to be safeguarded from unnecessary sterilisation by non-mineral development. MCAs, based on MSAs, are where consultation is required with Worcestershire County Council as Minerals Planning Authority on development proposals that have the potential to sterilise the minerals interests of the site.

47 SWDP Interactive Map - minerals consultation areas
10. The Minerals Consultation Areas Map shows the boundaries of the existing MSAs, based on the adopted Hereford and Worcester Minerals Local Plan. These boundaries may be changed by the anticipated Worcestershire Minerals Local Plan.

11. When allocating sites, the partner authorities need to:
   a. Direct significant new development sites away from MCAs unless:
      i. circumstances (in accordance with NPPF) can be applied.
      ii. prior extraction takes place where practicable and environmentally feasible before the proposed development sterilises the minerals interest of the site.
   b. Identify the County (minerals) planning policies that apply to development in and around these areas.

12. The identification of a MCA does not imply that permission for extraction will be given, only that the presence of minerals is a material consideration that must be addressed when considering future development.


14. Borrow pits are a common example of how the prior extraction of minerals can be done. There is an example in the Powick Flood Alleviation scheme.

15. The adopted Minerals Local Plan identifies Preferred Areas for sand and gravel extraction. Sites allocated at Aston Mill, Grimley and Strensham remain unworked.

16. There are no sources of building stone in Worcestershire at present. However, it is possible that the proposed Minerals Local Plan will encourage such production in future. This may be at or close to relic quarries, or possibly on small new sites. Such development is likely to be small scale, intermittent and low level. Locally sourced building or roofing stone may be needed for example for the repair of heritage assets.

17. To sustain economic growth without increasing the use of land-won aggregates it is vital that the contribution of secondary and recycled materials used in construction projects is increased. Developers will therefore be encouraged to recycle and reuse materials on site in construction projects, having regard to the environmental implications of any proposed operations and their overall acceptability.

18. In the Malvern Hills there is a mining legacy from the surface extraction / quarrying of building stone. The management of stability issues relating to the long-abandoned quarries is not a matter for the SWDP. There is no realistic prospect of hard rock granite extraction resuming in the Malvern Hills in the foreseeable future.

19. There is an area of known carboniferous formations to the north and west of Abberley. The NPPF states that permission should not be given for the extraction of coal unless the proposal is environmentally acceptable, or can be made so by planning conditions or obligations; or if not, it provides national, local or community benefits that clearly outweigh the likely impacts would justify the grant of planning permission. Any planning application for coal extraction would be determined by Worcestershire County Council as the Mineral Planning Authority.

20. Elsewhere there are land stability issues in some parts of the SWDP area, for example as a legacy of salt working in Droitwich Spa. National policy set out in the NPPF makes clear that to prevent unacceptable risks from the loss of land stability, planning policies should ensure that new
development is appropriate for its location. Where a site is affected by land stability issues, responsibility for securing a safe development rests with the developer and/or land owner.

21. Where development is proposed in areas with a known legacy of minerals extraction, the developer will be expected to assess the site for ground contamination, ground stability and mining hazards and submit appropriate mitigation reports in support of their planning application.
SWDP 33: Waste

A. To minimise waste and pollution and reduce the impact of waste on climate change:
   i. Proposals for new development will be required to incorporate adequate facilities into the design to allow occupiers to separate and store waste for recycling and recovery unless existing provision is adequate.
   ii. Proposals for development within 250m of an existing or planned waste management facility will be required to demonstrate that the proposed development does not prevent, hinder or unreasonably restrict the operation of the waste development

Reasoned Justification

1. The NPPF does not contain specific waste policies; it retains PPS10 and this will be national waste planning policy until revised guidance is published as part of the National Waste Management Plan for England.

2. Planning applications relating to the use of land (and buildings) for the purposes of waste management are “county matters” and are determined by Worcestershire County Council. The Waste Core Strategy, prepared by the County Council, is part of the SWDP.

3. To minimise waste and pollution and reduce the impact of waste on climate change the south Worcestershire authorities expect future developments to support the waste management hierarchy. The waste hierarchy gives top priority to preventing waste in the first place. When waste is created, it gives priority to preparing it for re-use, then recycling, then other recovery such as energy recovery and last of all disposal (for example landfill).

4. To ensure waste is dealt with at as high a level as possible on the waste hierarchy and to protect amenities and prevent pollution, the waste implications of all new development must be considered. It is also important that existing waste management facilities are safeguarded from the development of non waste-related uses.

Making Provision for Waste in all New Development

5. The Waste Core Strategy requires that on-site facilities for separating or storing waste should be adequate to meet the needs of any proposed new development.

6. On smaller sites, provision might include collection points for segregated waste. On larger sites, particularly where significant areas of new housing or employment land are proposed, waste storage facilities will almost always be needed and provision might also include on-site treatment facilities such as community composting, anaerobic digestion forming part of a district heating system or, in the case of industrial operations, the management of specific wastes produced on site.

7. The ADEPT report Making Space for Waste (June 2010) sets out specifications for the minimum standards for the type and scale of facilities and vehicular manoeuvrability needed for new residential, commercial and mixed-use developments. All applications will be assessed against this or other extant guidance.

Safeguarding Existing Waste Management Facilities

8. The introduction of new development near to an existing or permitted waste management facility may lead to the existing or potential future capacity of the facility being compromised. Therefore, any potential conflicts between the proposed development and existing or permitted waste management facilities need to be considered.

9. To safeguard existing or permitted waste management facilities the local planning authority will consult the County Council on any planning applications within 250m of such a site. Maps showing
existing waste management facilities with a 250m buffer are available on Worcestershire County Council's website\textsuperscript{48}

10. Consideration will be given to whether there is any potential conflict between the facilities and the proposed new development. The Waste Core Strategy sets out how the County Council will assess proposals within 250m of waste management facilities. Any mitigation required to minimise the adverse impact will be the responsibility of the developer of the new proposal.

\textsuperscript{48} Worcestershire County Council - Waste Sites Mapping
SWDP 34: Tourist Development

A. Proposals for the expansion and development of the tourism potential of the urban and rural areas of south Worcestershire will be supported where the following criteria are met:

i. The development is compatible with the physical character of the area;

ii. The significance of heritage assets and their setting is conserved and, where appropriate, enhanced;

iii. The public enjoyment and understanding of the historic environment is promoted and the significance of heritage assets and their settings is enhanced and better revealed;

iv. In assessing schemes on greenfield land, consideration should be given to the availability of alternative brownfield sites;

v. In all cases adequate provision is made for access and vehicular parking facilities (including coach parks);

vi. The site is readily accessible by public transport and modes other than the private car.

Reasoned Justification

1. South Worcestershire relies heavily on tourism and leisure and it is an important element within the overall economy of the area. Along with Worcester, the main towns and villages with their rich history and the acknowledged high landscape quality of the area makes south Worcestershire a key destination within the region for short breaks and for overseas visitors.

2. Tourism, both nationally and locally, is an expanding part of the economy. At a national level tourism expenditure in the UK is estimated to be at £85bn, employing 1.4 million people directly\(^49\). During the past decade, within the county as a whole tourism generated in the region of £370m through the presence of 10 million visitors per annum\(^50\).

3. For Worcester, the main towns and larger villages, there are important links between economic vitality and support for conservation of the built and natural environment. Tourism provides uses for historic buildings, supports greater diversity within central shopping areas and improves the viability of a range of sporting and cultural events. Within the rural context the NPPF requires local authorities to support sustainable rural tourism and leisure developments that benefit rural businesses and communities.

4. Visitor attractions can range from site-specific interpretation centres or museums (e.g. Hartlebury Castle) to extensive theme and leisure parks. The policy supports proposals that are compatible with the physical character of the area, reduce the need to travel by private vehicle and look to maximise the reuse of brownfield locations.


SWDP 35: Visitor Accommodation

Hotels and Bed and Breakfast

A. Planning permission for either the change of use or extensions to a guest house, bed and breakfast or hotel will be supported provided the following criteria are met:

i. the property is detached, or if a semi-detached / terrace property, it will not adversely affect residential, environmental and visual amenities;

ii. planning permission for the change of use or conversion of existing residential or redundant buildings in rural areas or villages to guest house, bed and breakfast, small hotel, or holiday let will be supported provided there is no adverse impact on neighbouring amenity;

iii. extensions to established hotels and venues in rural locations will be supported provided they respect the existing building character and wider landscape setting; and

iv. within the main urban areas they are located along a main radial road or close proximity to public transport links.

Self-Catering

B. Outside settlement boundaries new build tourist accommodation will not be permitted. However proposals for the provision of extensions or alterations to permanent serviced and self-catering accommodation will be permitted where the proposal:

i. is an extension that is compatible in scale and character with an existing tourism accommodation facility; or

ii. would result in the provision of ancillary accommodation within an existing public house, restaurant, or similar establishment; or

iii. would result in a change of use of a suitable residential property; or

iv. would be the conversion of an existing rural building(s).

New Facilities

C. Exceptionally, new-build tourist accommodation may be permitted where it forms part of a farm diversification scheme, reuses a redundant rural building or adjoins a settlement boundary where it is of a scale appropriate to the range of services and facilities within the settlement and is physically related to an existing tourist or recreation facility within the settlement.

Reasoned Justification

1. Tourist accommodation can take a wide variety of forms, including hotels, bed and breakfast, self-catering and group accommodation such as youth hostels.

2. A significant proportion of visitor spend is on accommodation; the retention of existing and the provision of new visitor accommodation is thus an essential element of supporting tourism in the south Worcestershire area. By encouraging the development of tourist accommodation in built-up areas, the environmental impact of building in the open countryside can be avoided. Sites within settlements are more practical as they already have access to the infrastructure, amenities and public transport links needed to support them.

3. The size of new hotels should be relative to the size of the host settlement. It is recognised that the NPPF requires local authorities to support tourism in rural areas and the countryside. South
Worcestershire offers numerous ‘destination’ hotels and visitor accommodation in villages and locations in the open countryside and the policy looks to support these businesses.

4. To enable tourism to enhance the local community, it is important that it does not conflict with local residents. The conversion of buildings to guesthouses and hotels, especially within residential areas, can generate patterns of activity that are disruptive to neighbours.

5. All proposals will require careful consideration of the siting, scale and design, materials and landscaping of the proposed development and must ensure that it is in harmony with the local environment. Where there is potential for over-development, it may be necessary to control it.

6. Detailed consideration will be given to proposals within the Cotswolds (including Bredon Hill) and Malvern Hills Area of Outstanding Natural Beauty to ensure that any proposed development, either by itself or cumulatively, will not have an adverse affect on the character of the area.

7. Proposals within the open countryside should make the best use of existing accommodation through re-use, extension or alteration.
SWDP 36: Static and Touring Caravans, Chalets and Camping Sites

A. Proposals for new sites, or proposed extensions or improvements to existing static and touring caravan, chalet (including ‘log cabins’) and camping sites, will only be permitted where:

i. The site is not within Flood Zones 2 or 3;

ii. The site is visually unobtrusive and well-screened from important local vantage points, environmentally sensitive locations, public footpaths and roads;

iii. Appropriate landscaping is provided within the site and around its boundaries;

iv. The development is of a design, form and scale that is appropriately well-related to its setting and does not exceed the capacity of the area to accommodate such sites in terms of landscape and infrastructure considerations;

v. Any improvements to existing facilities are of a scale and nature that is directly related to the essential requirements of visitors on-site and are designed to a high standard with form, mass, design and materials appropriate to the proposed function and its locality;

vi. The vehicular traffic generated by the proposals can be safely accommodated on the local highway network;

vii. The proposals make adequate provision for suitable foul drainage, water supply and utilities and for sewage pump-out and domestic waste disposal.

Reasoned Justification

1. Caravanning and camping are popular recreational pursuits and provide flexible tourist accommodation and mobile holidays at a relatively moderate cost. They can be of great benefit to the local economy. As most types of caravan / camping holidays are self-catering, local shops, pubs and restaurants will benefit from the additional trade such visitors generate. A large numbers of visitors can also contribute greatly to the success of local attractions and other local businesses.

2. All holiday caravan sites, whether touring or static (i.e. non-residential), camping sites (where planning permission is required) or holiday chalets, will be subject to this policy.

3. Proposals should seek to minimise the impact of future uses and development on the landscape through the utilisation of careful siting and should be well-screened by landscaping or the existing landform. It is also important that there should be no adverse effect on the surrounding environment, wildlife, agricultural uses or sites of archaeological and historic interest.

4. The proposed number of pitches will be a key consideration in assessing the impact of proposals. Accordingly, small sites are likely to be viewed more favourably than large sites. Small sites are defined as no more than 10 pitches / units.

5. Access is of particular importance and sites must be located close to major roads. Proposals must demonstrate that the extra traffic generated does not compromise highway safety. Static sites do not need to be located near to major roads but the local road network must be able to cope with the initial delivery of caravans and the consequent traffic generated by visitors and service vehicles. Access to public transport, public footpaths and cycle routes will be considered when dealing with planning applications.

6. Landscaping and locational requirements will be particularly stringent for applications for caravan sites. This will prevent them from becoming obtrusive in the countryside as a consequence of inadequate indigenous screening or poor topographical location. Particularly sensitive areas
include exposed riverbanks and high or sloping land that is visually prominent or land within the Areas of Outstanding Natural Beauty.

7. It is essential that the site is well-screened all year round, not just during the summer months when vegetation is at its thickest. If screening is seasonal, touring caravans or the removal of static caravans from the site in winter will be required.

8. For static caravans, conditions will be imposed on any planning consent reflecting the ‘Good Practice Guide on Planning for Tourism’ (DCLG, 2006), which actively promotes all year round tourism and provides model conditions to avoid permanent residential occupancy. It also recognises the need for local authorities to examine the scope for improvements in the quality of sites (Annex 4, paragraph 22). In special circumstances, therefore, consideration may be given to minimal expansion of a site so that improved layout and/or better landscaping can be implemented.
SWDP 37: Indoor Leisure and Community Facilities

A. The provision of new community and leisure facilities or the enhancement of existing facilities will be supported, particularly where the proposals have resulted from neighbourhood planning. The importance of particular facilities will vary between communities. It is essential that the community is involved in considering the merits of any new facility and the suitability of proposals for alternative forms of community use. Not all facilities satisfactorily meet the needs of local communities and it may be that combining or rationalising facilities may be more appropriate.

B. The involvement of the local community will be sought in assessing the importance of existing or proposed local facilities. Any proposal that would result in the loss of a site or building currently or last used for the provision of facilities, services, leisure or cultural activities for the community, or which is identified for future provision of such uses on the proposals map, will only be supported if the local planning authority is satisfied that the following criteria have been met:

C. Change of use / loss of community facilities:
   i. An alternative community facility of equivalent size to meet local needs is, or will be, provided in an equally / more accessible location and in any case within a safe walking distance of no more than 800m; or
   ii. It has been proven that it would not be economically viable to retain the site / buildings for community use; and
   iii. The community facility could not be provided or operated by either the current occupier or by an alternative occupier e.g. by the local community body, public-private partnership, etc. and it has been marketed to the satisfaction of the Local Planning Authority for a minimum period of 2 years in order to confirm that there is no interest and the site and / or buildings is / are genuinely redundant; in the case of a business, evidence should be provided that it has been offered on the open market as a whole and at a realistic market value. This should be for a period of not less than twelve months by a competent agent; and
   iv. A satisfactory assessment has taken place (using recognised national methodology where appropriate) that proves there is an excess of similar provision in the appropriate catchment area for that particular facility and the site or building is not needed for any other community service / use.
   v. Applicants proposing to redevelop or convert a facility valued by the community will be expected to consult those communities regarding their proposals prior to the submission of a planning application.

D. Provision of new community facilities:
   i. The use is compatible with adjacent land uses and would not be detrimental to residential amenity or highway safety.

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Community facilities comprise specific buildings (and associated land) for a range of uses, including:
- health facilities.
- emergency services i.e. ambulance, police, fire.
- educational establishments such as schools and colleges.
- community centres, village halls.
- leisure and cultural facilities.
- public houses.
- places of worship.
- libraries.
- indoor sports facilities.
ii. The use meets the design criteria set out in SWDP 21.

iii. The proposal(s) are of a scale appropriate to meet the needs of the local community and are in keeping with the character of the area.

iv. For urban areas, the proposed facilities should be located within the development boundary. Within rural areas, proposals located within or adjoining the settlement will be permitted.

v. If the proposal is for large-scale facilities, it must meet the requirements of SWDP 8 in reflecting the sequential approach to the location of land uses that attract large numbers of people; such sites should in the first instance be sought within the development boundary of the urban area.

Reasoned Justification

1. This policy is supportive of the NPPF (paragraph 28). It provides more detail and is applicable to rural and urban areas. The Sports Facilities Framework (2010) clearly sets out the need for new community facilities to service the anticipated level of housing growth.

2. The policy is similar to previous local plan policies on the protection and enhancement of existing community facilities, but allows for changes likely to take place under the Decentralisation and Localism Act, which permits the listing of community assets, the community right to challenge (in delivering public services) and the encouragement of communities to run their own facilities. Further, the local plan policies were more specific whereas now a more general policy that allows for the consideration of a wider range of community services is appropriate.

3. The partner authorities wish to protect valuable community facilities and services that play an important role in the social infrastructure of south Worcestershire and help to support sustainable communities. These local facilities are particularly important in helping to maintain a high quality of life for the communities who have limited access to alternative facilities further afield.
SWDP 38: Local Green Network

A. The local Green Network, as detailed on the Proposals Map, includes public open space, sport and recreation facilities as well as some private gardens\(^{52}\). This policy aims to:

i. Protect existing sites and facilities of value;

ii. Address existing deficiencies in provision through qualitative and quantitative enhancement of existing sites and facilities, improving access to existing facilities or securing new ones; and

iii. Ensure that proposals for new development contribute to open space, sport and recreation requirements at a level commensurate with the need generated by those proposals.

B. In determining the nature of new or improved provision, the local authority will consult with Town and Parish Councils, together with potential users of the green space, to ensure that it meets local needs.

C. No development of extant open spaces or facilities will be permitted unless the following exceptional circumstances are satisfied:

i. The proposal is for a community / recreational use that does not compromise the essential quality and character of the open space; or

ii. An assessment of community and technical need (using recognised national methodology where appropriate) clearly demonstrates that the land or facility is surplus to requirements; and

iii. Alternative / replacement open space or facility of equivalent value to the community has been secured in a convenient and accessible location within the same parish / town / city.

Reasoned Justification

1. Well-designed, attractive and functional open space is an essential component of a high quality of life. It contributes positively to biodiversity, health and the character of an area and can also help to reduce the impacts of extreme temperatures and flash flooding.

2. The NP PF emphasises the benefits of recreational open space in terms of its contribution to creating sustainable patterns of urban and rural development, its role in maintaining strong and vibrant communities and the associated promotion of health and well-being. Open space for recreation and sport can also deliver a number of Green Infrastructure objectives.

3. There is a wide range of types of open space across South Worcestershire; for example, playing fields, allotments, cemeteries, parks and amenity green space. Some of these (e.g. Site of Special Scientific Interest) are statutorily protected. Open spaces of strategic importance (e.g. Areas of Outstanding Natural Beauty) are set out on both the Key Diagram and the Proposals Map.

4. SWDP 38 applies to all open spaces identified on the Proposals Map, together with numerous incidental open spaces, too small to include on the Map but that also contribute to the quality and character of their local areas. These are often valued and used heavily by local communities and are therefore worthy of policy protection. Whilst most open spaces are publicly accessible, some are in private ownership, although they nonetheless perform valuable functions such as contributing to the character of the area and providing a sense of openness and space.

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\(^{52}\) The Local Green Network designation does not prejudice a householder’s permitted development rights.
SWDP 39: Provision for Outdoor Community Uses in New Development

A. Any development proposals exceeding 5 dwellings (net) must provide open space together with secure arrangements for its long-term management and on-going maintenance. Enhancing connectivity, e.g. through improvements to the Rights of Way Network, is strongly encouraged. The total amount of open space will be within the overall requirement to deliver 40% Green Infrastructure (SWDP 5 refers). The precise amount, form and type of open space will be informed by the following standards (Table 10 below) and local evidence e.g. Parish / Town / Neighbourhood Plans / Village Design Statements etc. The type and size of the residential proposal will also be a factor in determining the make-up of the various community use typologies. Over-provision in any single typology does not negate the need to provide for the other typologies.

Table 10 Public Open Space Standards

<table>
<thead>
<tr>
<th>Typology</th>
<th>Malvern Hills</th>
<th>Worcester (incl. Worcester-related growth adjacent to city)</th>
<th>Wychavon</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ha / 1,000 population</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amenity and semi-natural greenspace</td>
<td>2.00</td>
<td>1.11</td>
<td>1.03</td>
</tr>
<tr>
<td>Children and young people</td>
<td>0.04</td>
<td>0.61</td>
<td>0.04</td>
</tr>
<tr>
<td>Cemeteries, churchyards</td>
<td>0.41</td>
<td>No set standard</td>
<td>No set standard</td>
</tr>
<tr>
<td>Civic space</td>
<td>0.03</td>
<td>0.03</td>
<td>0.03</td>
</tr>
<tr>
<td>Allotments</td>
<td>0.14</td>
<td>0.4</td>
<td>0.39</td>
</tr>
<tr>
<td>Formal pitches, courts etc.</td>
<td>1.6</td>
<td>1.3</td>
<td>1.6</td>
</tr>
<tr>
<td>Total</td>
<td>4.22</td>
<td>3.45</td>
<td>3.09</td>
</tr>
</tbody>
</table>

B. It will be impractical and inappropriate to deliver all the open space typologies on every site. In these cases, developer contributions towards offsite provision will be sought and secured through a legal agreement. For large scale proposals, in particular the urban extensions, most of the typologies must be delivered on site. In all cases the developer will be required to secure the long-term maintenance / management arrangements for all community use types both on and off site.

C. On-site provision of open space will have regard to the following accessibility standards:

Children’s Play Space (safe walking distances to dwellings):

i. Local Area for Play (LAP) – within 100m;

ii. Local Equipped Area for Play (LEAP) – within 400m;

iii. Neighbourhood Equipped Area for Play (NEAP) – within 1km.

Playing Pitches:
i. **Within 1.2km of all dwellings or within 20 minutes drive time in rural areas.**

**Reasoned Justification**

1. The NPPF advocates improving the conditions in which people live and take their leisure. A high quality built environment, including the spaces within it, plays an important social role in the delivery of sustainable development. The NPPF also requires local planning authorities to plan positively for the provision of community facilities and spaces.

2. It is considered that the provision of new functional open space is necessary in order to achieve active and integrated communities.

3. The three public open space studies (2006) and the Sports Facilities Framework (2010) both identify the shortfall in various types of community use provision. The rigorous application of this policy should at the very least help ensure that the situation does not worsen.
SWDP 40: Waterfronts

A. The waterfront locations at Droitwich Spa, Evesham, Pershore, Tenbury Wells, Upton upon Severn and Worcester will be protected and enhanced by:

i. Ensuring new development establishes a relationship with the waterway and takes full advantage of its location, addressing the waterway as a frontage and opening up views and access to them;

ii. Encouraging development that includes a mix of uses, including those that enable the public to enjoy the riverside e.g. leisure activities (especially at ground floor level) in buildings fronting the waterway, the provision of public spaces or squares;

iii. Protecting the history and heritage of the waterway, including landscape features, important structures and archaeological resources associated with the waterway and ensuring new development incorporates existing features;

iv. Protecting and improving access points to the waterway, including paths, towpaths, cycle routes and facilities for launching boats;

v. Protecting and improving biodiversity, habitats and Green Infrastructure linkages.

Reasoned Justification

1. The valleys of the Rivers Severn, Avon, Teme and their tributaries contribute significantly to the natural character of South Worcestershire, whilst the canal networks are a legacy of its industrial heritage. The waterways provide opportunities for recreational, tourism and commercial activities for the benefit of the community and local economy. In turn, opportunities will arise both to enhance the quality of river frontages within the urban areas and, on a wider scale, to improve access along the length of South Worcestershire’s waterways.

2. Waterways also play a crucial role in providing and enhancing wildlife habitats and Green Infrastructure, as well as offering opportunities for their protection through the adoption of appropriate management strategies. Conversely, inappropriate waterfront-based development can harm the natural environment.

3. In a wider context supporting approaches to sustainable development, waterway use needs to be flexible enough to allow for possible future opportunities to utilise the local or national network for transportation, energy generation or other purposes, including water conservation and providing a supply for irrigation purposes.

4. The intention of this policy is to ensure that development proposals are appropriate in their use and design and establish a relationship with the waterway. In order to achieve locations with a strong sense of place new development will be expected to incorporate a mix of uses, i.e. residential, employment and leisure / retail, to create areas of activity and vibrancy as well as ensuring connectivity to the main centres.

5. In developing schemes, regard should be had to the Worcester City Centre Supplementary Planning Document and other guidance provided by the relevant local authority for river / canal frontages (e.g. the ‘Evesham Riverside Framework’, or the ‘Droitwich Canals Supplementary Planning Guidance’).

6. Development proposals adjacent to rivers must also take into account flood risk as well as policies on the protection of the flood plain and flood defences. Opportunities to mitigate against flooding and provide biodiversity opportunities through engineering work will also deliver positive benefits to those living adjacent to, or users of, the waterways.
SWDP 41: Marinas and Moorings

A. Proposals for marinas, boatyards and permanent moorings, including new-build structures or extensions to existing structures, will be permitted where they:

i. Are required for the proper functioning of an existing or new facility or to enhance and improve access to the waterway;

ii. Pay regard to all potential users of the waterway and do not result in conflicting uses or unacceptable environmental consequences;

iii. Riverside moorings should be placed so they do not interfere with the navigation of the waterway or in cases of an emergency, prevent safe access or egress from the waterway;

iv. Marinas should be located away from the main navigation channel of the waterway. Anchoring and mooring positions should be located such that the boats will not interfere with navigation;

v. Are located unless constrained within or adjoining a settlement boundary or, in the case of moorings, at a location where there are existing authorised uses for mooring and boating facilities;

vi. Make provision for public access through the delivery of new or enhanced footpaths and cycleways;

vii. In the case of leisure moorings, are for short-stay moorings subject to the number and capacity of existing provision, impact on the landscape and provision for safe access;

viii. Provision of access, servicing and car parking can be made in a form that would not adversely affect amenity, particularly that of the waterway;

ix. The site has adequate land-based utility infrastructure and support facilities, including sewage, on-board domestic waste, water, secure storage and sanitary facilities;

x. Protecting and improving biodiversity, habitats and Green Infrastructure linkages.

Reasoned Justification

1. A marina is an area that generally contains a large number of moorings together with supporting facilities such as boat sales, repair facilities, chandlery, club house, car parking, water, fuel and sewage disposal points. They may also offer a full range of boat storage and shore facilities for the boat user and provide a focus for waterway traffic. Other types of business that may also operate from a moored boat, e.g. cafes, restaurants and visitor based attractions. Such development can have an urban appearance and may generate significant road traffic movements; they are generally considered inappropriate in rural areas.

2. Moorings collectively can have a negative impact on the landscape and visual amenity of the waterway. It is therefore important to restrict the development of permanent or residential moorings to basins, marinas and urban locations or sites used historically for the function. Within or adjoining an existing built-up area, however, a well-designed marina can be a positive asset. However, where existing or historical facilities are located in smaller settlements or rural areas, it may be appropriate to support the development of larger or more permanent marina facilities in the context of this policy.

3. The development of moorings, other than overnight stays, will be judged on their merits, having regard to their impact on the landscape, access and parking arrangements and the number of
existing moorings in the vicinity. It is also important to ensure that safe access or egress from the waterway to the bank can be maintained in cases of emergency. Therefore, ‘breaks’ in pontoons / moorings should be included to ensure anyone in the water can sight the bank or be rescued. Off-waterway moorings in basins and ‘cuts’ may have less visual impact and would aid the flow of waterway traffic and the visual appearance of the bank or towpath.

4. Recreational leisure boat users require short stay or overnight moorings where the only facilities necessary are mooring posts and preferably public footpath access. Overnight or short-stay moorings will be permitted where they can be accommodated without harm to the character of the waterway and the local area and, usually, where there is public footpath access.
SWDP 42: Residential Moorings

A. Planning permission will be granted for further residential moorings if:
   i. They do not conflict with the navigation authority or the Environment Agency’s operational requirements;
   ii. There is adequate servicing to the site including water supply, electricity and arrangements for the removal of domestic waste;
   iii. There is adequate permissive access and parking;
   iv. There will be no significant effect on the amenity and conservation interest of the waterway e.g. pathways running alongside the waterway;
   v. They do not lead to the proliferation of residential moorings and waterside facilities in a particular location.

Reasoned Justification

1. Residential moorings for ‘live aboard’ may contribute to the overall housing stock. Although the opportunities are limited, there are a number of positive benefits that include a more inexpensive housing option, the opportunity for sustainable living and increased footfall and surveillance that in turn increases the safety of otherwise potentially secluded areas.

2. There may, therefore, be scope for a limited number of residential moorings as part of a marina or basin, or on the waterways that run through the main urban areas of south Worcestershire. The acceptability of proposals for such moorings will depend on site circumstances and whether they comply with other policies in the SWDP. An aspect of living on the waterway is that where a vessel is capable of navigation a range of services and facilities may be readily accessible (e.g. waste pump-out, water) and therefore it may not always be necessary to provide these at every new mooring site.

3. Any proposals or applications should also have regard to the relevant strategies, guidance and policies relating to moorings published by the appropriate navigation authority, i.e. Canal and River Trust, Avon Navigation Trust and the views of the Environment Agency and Natural England. It is also important to ensure that safe access or egress from the waterway to the bank can be maintained in cases of emergency. Therefore, ‘breaks’ in pontoons / moorings should be included to ensure anyone in the water can sight the bank or be rescued.
SWDP 43: Worcester City Allocations

A. Within Worcester City, the following sites are allocated for the identified uses and shown on the Proposals Map. They should be developed in accordance with the criteria identified in respect of each site and all general policy requirements, including any necessary contributions towards the provision of recreation, education and other community facilities. No housing development will be permitted within the adopted green belt.

1. Housing.

<table>
<thead>
<tr>
<th>Policy Reference</th>
<th>Site</th>
<th>Indicative no. of dwellings</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWDP43/1</td>
<td>Land south of Leopard Hill</td>
<td>100</td>
</tr>
<tr>
<td>SWDP43/2</td>
<td>Gregory’s Bank Industrial Estate</td>
<td>140</td>
</tr>
<tr>
<td>SWDP43/3</td>
<td>Ribble Close and gas holder site</td>
<td>40</td>
</tr>
<tr>
<td>SWDP43/4</td>
<td>Old Northwick Farm</td>
<td>40(^{53})</td>
</tr>
<tr>
<td>SWDP43/5</td>
<td>Wyvern Service Station</td>
<td>6</td>
</tr>
<tr>
<td>SWDP43/6</td>
<td>Land at Albert Road</td>
<td>20</td>
</tr>
<tr>
<td>SWDP43/7</td>
<td>Sansome Walk Swimming Pool</td>
<td>40</td>
</tr>
<tr>
<td>SWDP43/8</td>
<td>Grasmere Drive / Ullswater Close(^{54})</td>
<td>18</td>
</tr>
<tr>
<td>SWDP43/9</td>
<td>Old Brewery Service Station, Barborne Road</td>
<td>6</td>
</tr>
<tr>
<td>SWDP43/10</td>
<td>Dudley Close (north of Dines Green)</td>
<td>8</td>
</tr>
<tr>
<td>SWDP43/11</td>
<td>Stanley Road(^{55})</td>
<td>6</td>
</tr>
<tr>
<td>SWDP43/12</td>
<td>Brookthorpe Close</td>
<td>7</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Policy Ref.</th>
<th>Site</th>
<th>Indicative</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>No. of dwellings / Employment</td>
</tr>
</tbody>
</table>

\(^{53}\) SFRA does not preclude development on site but site-specific Flood Risk Assessment required.

\(^{54}\) Requirement to re-provide the existing play equipment either within the development or on another nearby site.

\(^{55}\) Frontage only: car parking capacity to be retained to the rear of site.
3. Employment.

Table 13 Sites for employment

<table>
<thead>
<tr>
<th>Policy Ref.</th>
<th>Site</th>
<th>Employment (ha)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWDP43/22</td>
<td>Midland Road</td>
<td>1</td>
</tr>
<tr>
<td>SWDP43/23</td>
<td>Land south of Warndon Wood (B1; phased post-2019)</td>
<td>7.3 / 5 net</td>
</tr>
</tbody>
</table>

4. Other uses.

56 Housing restricted to the site of the British Legion club and car park and remaining area for sports facilities and play area.

57 Stadium design, including ancillary sports / leisure / A3 / A4 / A5, allows for future expansion to meet the mid/long-term needs of the football club, delivered in a single stage linking the enabling development to the realistic needs of the club. Types of acceptable enabling development consistent with other planning policy objectives and for commercial uses will be supported subject to a detailed business case and separate independent financial assessment. Should the football stadium proposal not be delivered this land should be maintained as significant gap and green network unless Highway Authority concerns regarding alternative uses and access can be addressed.

58 Should contribute towards the openness of the area by allowing views through the site to the countryside beyond and make use of landscaping consistent with the landscape character of the area and where necessary compensatory mitigation can be made off site.
### Table 14 Sites for other development

<table>
<thead>
<tr>
<th>Policy Ref.</th>
<th>Site</th>
<th>Indicative</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Dwellings</td>
</tr>
<tr>
<td>SWDP43/24</td>
<td>Perdiswell (leisure uses)</td>
<td></td>
</tr>
<tr>
<td>SWDP43/25</td>
<td>School of Art and Design, Barbourne (care home)</td>
<td></td>
</tr>
<tr>
<td>SWDP43/26</td>
<td>Former Hallow Road Tip (open space / leisure / super play area)</td>
<td></td>
</tr>
<tr>
<td>SWDP43/27</td>
<td>Warehouse, Portland Street (community uses)</td>
<td></td>
</tr>
<tr>
<td>SWDP43/28</td>
<td>Offerton Lane Gypsy and Traveller site (redevelopment to increase by 10 pitches)</td>
<td>10 (pitches)</td>
</tr>
<tr>
<td>SWDP43/29</td>
<td>Chequers Lane / Henwick Road (university – related, including student accommodation)</td>
<td>27&lt;sup&gt;59&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

**B. All development will need to contribute as appropriate to the range of infrastructure required in order to make growth sustainable (e.g. s.106 contributions or Community Infrastructure Levy)**

### Table 15 Development Phasing Plan for Policy 42

<table>
<thead>
<tr>
<th>All employment sites in hectares (ha)</th>
<th>SWDP Phase 1 2006-2013</th>
<th>SWDP Phase 2 2013-2019</th>
<th>SWDP Phase 3 2019-2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worcester Woods Employment site - 11ha</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employment generating uses</td>
<td>5</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Former Ronkswood Hospital Site</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market housing</td>
<td></td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>Affordable housing</td>
<td></td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>Employment generating use has</td>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Gregorys Bank</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<sup>59</sup> Equivalent to 160 cluster student flats (equivalent to 27 units).
Reasoned Justification

1. SWDP 43 identifies sites to meet growth requirements inside the city boundary.

2. The city of Worcester is the county town for Worcestershire and an important retail, employment, leisure, education and housing centre for the sub-region that includes south Worcestershire. Worcester has been identified as an important growth area capable of acting as a focus for future growth in the South Worcestershire area. The tightly-drawn administrative boundaries of the city mean that there is a limit to the level of growth that can be accommodated within the administrative area. In 2005 a study was undertaken to assess the level of growth that could realistically be accommodated within the city area. Further evidence was gathered through the Retail Study, Employment Land Review and the Housing Needs Studies and Strategic Housing Land Availability Assessment. These, together with the results of the Issues and Options and Preferred Options consultations, show support for Worcester maintaining and enhancing its role at the top of the settlement hierarchy, as the county town and city centre and as a centre of wider sub-regional importance. This will be achieved through adopting an approach based on identifying both the quantum of growth to be delivered within the city boundaries and the growth that cannot be met within the city, but which can instead be met through a series of urban extensions around the city boundaries.

3. The intention for Worcester over the plan period is to enable it to support sustained investment in economic development, aligned with successful advances in sustainable travel, leading to a thriving city and a vibrant and diverse centre with a strong retail and leisure offer. This builds on:

a. An approach that generates a high-skill, high value-added, knowledge-based economy;

b. Recognition of the importance of leaning through its Further and Higher Education provision

c. A growing and academically excellent university, which aspires to be recognised as one of the best universities in the country at which to be a student and one that makes a strong contribution to the local economy, with a focus on:

i. human health and well-being.

ii. arts, culture and heritage.

iii. children and young people.

iv. economic and social sustainability.

d. A prestige tourist destination, offering a range of experiences to shoppers, day trippers, holiday-makers and business visitors;
e. A reputation for a historic and well-managed city centre;

f. An integrated and high quality transport infrastructure;

g. A key role in delivering housing growth in south Worcestershire in a sustainable and environmentally sensible way;

h. The provision of a range of services, facilities and employment opportunities that meet sub-regional needs and support the economic growth of south Worcestershire as a whole.

4. As such the city and its environs are the focus of future growth and the preferred location for any nationally or regionally significant developments in south Worcestershire. It is at the centre of the Development Strategy for south Worcestershire and its prosperity will be reflected across the area. However, it is also recognised that the delivery of key infrastructure (see SWDP 62 Implementation, Phasing and Monitoring) is vital if the overall strategy is to be achieved.

5. The approach taken for development within the city boundaries of Worcester has been to identify sites for housing in the tables above in the categories; sites for mixed use development; sites for employment use; and sites for other types of development.

6. SWDP 3 makes provision for approximately 9,400 dwellings and about 120ha of employment land within the wider Worcester area, including approximately 55,000 square metres of offices in the city centre and a minimum of around 10,000 square metres of non-food retail development. There is an identified need to deliver affordable housing to satisfy outstanding and projected demand and this will need to be addressed as part of the provision of the 9,400 dwellings. This figure has been derived from the Strategic Housing Market Assessment and the need to accommodate part of the displaced demand from Malvern Hills to the Wider Worcester Area, reductions in Office for National Statistics household and migration projections, the limited brownfield capacity of the city and wider area and the fact that jobs and appropriate infrastructure will also need to be provided to support such housing growth, for which there are significant cost and deliverability implications.

7. Evidence demonstrates that the city can accommodate 5,600 dwellings, which includes sites allocated by SWDP 43 and SWDP 44. This figure takes account of evidence relating to the green belt, Local Green Network, existing employment sites and the need for sports, health, education and other community facilities - not to mention the aspiration of creating a dynamic, successful, attractive, vibrant, safe and secure city centre – that are essential in creating a sustainable balanced city.

8. Therefore, capacity for a further 3,900 dwellings needs to be found on sites outside but adjacent to the city boundary to meet the wider Worcester need.

9. The site allocations, through the urban extensions, identifies capacity for 3,925 dwellings. In addition, sites for around 32ha of new employment land have been identified within Worcester city. A further 41ha has been identified within the urban extensions.

10. An assessment of all non-strategic sites including those put forward through the Strategic Housing Land Availability Assessment can be found in the background paper Non-Strategic Housing Allocations.

11. The Significant Gap designation to the east of the city and west of the motorway will be retained, except where new urban capacity site allocations within Worcester's administrative boundary are proposed. Housing development will not be permitted given the proximity of the land to the M5. Land in the gap west of the A4440 should remain undeveloped, so that it can continue to provide a buffer protecting the character of existing development at Warndon. Land east of the A4440, south of Warndon Woods, can be considered for employment development and is allocated, complementing the proposed Worcester Technology Park to the east of the M5, but development will be required to respect existing assets such as the conservation area, listed buildings and the
Local Nature Reserve at Warndon Woods and will also need to take into account on-site issues such as infrastructure (including easements related to the overhead electricity pylons) and the landform. Up to 5ha net of high-quality B1 employment development will be permitted, which is appropriate to the surroundings of this allocation.
SWDP 44: Worcester City Centre

A. The following sites are allocated for retail development (as shown on the Proposals Map):

<table>
<thead>
<tr>
<th>Policy Reference</th>
<th>Sites</th>
</tr>
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</table>
| SWDP44/1         | Cathedral Square:  
|                  | - To allow for re-development, refurbishment, expansion of the existing shopping centre  
|                  | - To provide greater connectivity with the Cathedral |

| SWDP44/2         | Fire Station / Crown Gate / Angel Place / The Butts:  
|                  | - To allow for re-development, refurbishment, expansion of the existing shopping centre  
|                  | - To enhance Angel Place as a market and public square  
|                  | - To provide greater connectivity with the rest of the city centre, the riverside and the University Campus |

| SWDP44/3         | Trinity House / Cornmarket:  
|                  | - To allow for re-development for retail and other uses with the creation of an important open space, giving improved connections to St Martin’s Quarter and Shrub Hill Station |

B. In addition the following Opportunity Zones shown on the Proposals Map have been identified:

<table>
<thead>
<tr>
<th>Policy Reference</th>
<th>Opportunity Zones</th>
</tr>
</thead>
</table>
| SWDP44/4         | Shrub Hill:  
|                  | - Approximately 350 dwellings – including C3 accommodation, plus student accommodation\(^{60}\) [equivalent to 17 dwellings] and residential care units  
|                  | - Plus other mixed use / commercial development |

| SWDP44/5         | Blockhouse / Carden Street:  
|                  | - Includes approximately 120 dwellings |

| SWDP44/6         | Cathedral Quarter and Sidbury |

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\(^{60}\) The Opportunity Zone lies east and west of the railway line. At least 150 dwellings plus student and residential care accommodation should be located east of the railway line. Mixed use / commercial development should be developed both east and west of the railway line.
C. Redevelopment proposals for the Opportunity Zones will be supported providing they:
   i. Incorporate a range and variety of land uses to create a truly mixed-use development;
   ii. Make a contribution to achieving the SWDP objective for new B1 office space in Worcester city centre;
   iii. Are not predominantly residential in nature;
   iv. Offer genuine, sustainable travel choices;
   v. Do not result in new retail or leisure destinations, as these elements should be clearly ancillary to other land uses within the zone;
   vi. Enhance views over the historic city centre;
   vii. Secure the refurbishment and future of listed buildings and structures within the zone;
   viii. Encourage existing businesses to remain or alternatively provide suitable relocation opportunities.

D. Proposals for single uses will be evaluated for their contribution and effect on the overall mix of uses in the area.

E. All new development will be expected to contribute towards the provision and / or enhancement of infrastructure, Travel Plans, public realm, streets and open spaces. New development, where liable, will also be expected to make Community Infrastructure Levy contributions in respect of strategic infrastructure.

F. Further detail on appropriate uses for Opportunity Zones and other specific sites will be provided through master plans, concept statements and site appraisals.

Reasoned Justification

1. The city centre forms a vital element of the SWDP, as its economic performance is intrinsically linked with the wider success of the city and south Worcestershire. Worcester Alliance, together with Worcester City Council and Worcestershire County Council, have published a city centre Masterplan for the central area, which provides a framework for development, regeneration and investment up to 2030. The Vision for the city centre is of a dynamic, successful, attractive and vibrant place with a strong economy and recognised by businesses as a desirable place to invest and grow; where educational achievement is high and an adaptable and proficient workforce can be found. It will also be a place where visitors will be attracted to shop, dine, stay and spend their leisure time. The Masterplan identifies locations where development and intervention could occur to bring about regeneration and other improvements and includes ideas about design, land use, transport and access and the public realm.

2. An illustrative plan accompanies the city centre Vision and Masterplan, showing those locations where development and intervention can occur. The SWDP provides a mechanism that enable these ideas to take shape.

3. The area covered by the masterplan is identified in Annex H. For the purposes of SWDP 9 and 10, the Worcester central shopping area boundary remains as defined on the Proposals Map. That boundary is also the extent of Worcester city centre for the purposes of SWDP 8 regarding major office developments.

4. The evidence and consultation outcomes support directing major retail development to the city centre. The strategic significance of the city centre and its retail position in relation to south
Worcestershire and beyond is recognised. However, leisure, office, education and cultural uses are key to its long-term success and this is recognised in the city centre Masterplan

Retail Development Allocations

5. The retail study indicates that it would be appropriate for Worcester to expand its city centre shopping floorspace, to accommodate the needs of the catchment population and to retain its position in the regional retail hierarchy.

Cathedral Square

The opportunity exists to provide additional retail or leisure floor space that is capable of securing anchor tenants to ensure the southern end of the High Street remains part of the primary shopping circuit.

6. The site provides a significant opportunity to create a new high quality public realm and flexible civic space suitable for holding public events and celebrations. It could maximise the opportunity for new tourist facilities and complement existing ones such as the Cathedral. Such development should not only enhance the setting of the Cathedral but also make significant improvements to the skyline of the Historic City Conservation Area.

7. Redevelopment should also help reconnect the Cathedral, the Sidbury Opportunity Zone and the riverside with the High Street and provide an additional pedestrian route between the High Street / Cathedral Square and Friar Street. There is the opportunity to improve circulation through the square for all modes of transport and to provide an enhanced public transport interchange.

Angel Place / CrownGate / The Butts / Fire Station

8. The redevelopment of this area would provide an opportunity for the addition of significant amounts of retail floor space and to increase the range of goods available from retail outlets within the city centre. Furthermore, the site offers an opportunity to provide a mix of uses, making the best use of land by incorporating residential, office or leisure uses on floors above or below the primary retail frontage.

9. Redevelopment of the area would provide the opportunity to enhance the role of Angel Place as a market and public square, improve pedestrian linkages throughout the city centre and enhance connectivity of the area with the rest of the city centre, the riverside, The Foregate and the University.

10. The redevelopment should enhance the setting, appearance and skyline of the Historic City Conservation Area and improve access to and interpretation of historic and archaeological features.

Cornmarket

11. Cornmarket is seen as an area of opportunity that has the potential to create an impressive gateway development that will attract people to the city centre and improve connectivity on the important east-west access between the city centre, St Martin’s Quarter and the Shrub Hill area.

12. Redevelopment of the area should secure the future of, and improve the setting of, heritage assets such as the City Wall and St Martin’s Gate. The removal of unsightly structures and buildings would have a positive impact on the character and setting of the Historic City Conservation Area and improve the setting of listed buildings.

Riverside

13. The riverside is an underused asset for the city and could potentially represent a significant benefit to the city’s economy.
14. Significant improvements are already being made to the riverside, but opportunities could be taken for locating a hotel in the area and encouraging the growth and establishment of creative industries as well as enhancing the riverside space at Quay Head. An improved public realm, increased riverside activity and the creation of flexible civic space could help foster better links between the city and the riverside.

15. The riverside plays an important role for pedestrians in linking the north and south of the city, especially between Diglis Basin and the Racecourse. The area is also important as a link between the west of the city (St John’s) and the wider area. Improved east-west links will need to be created to increase connectivity throughout the city and to better link places such as the University, The Hive, the Cathedral, South Quay and the city centre.

Opportunity Zones

Shrub Hill
(Shrub Hill Station, Cromwell Street, Pheasant Street, Tolladine Road and Shrub Hill Road west of the railway, Tolladine Road, Sherriff Street and Newtown Road east of the railway).

16. The proximity to Shrub Hill Station and the city centre, which are both within walking and cycling distance, make this a highly sustainable location for a wide range of land uses.

17. Significant amounts of new or refurbished commercial office space and a limited amount of housing could be developed; city centre developments that are too large for sequentially preferable sites could be accommodated here, thus exploiting the opportunity provided by the canalside location and its proximity to the railway station. A mixed-use development focused around a new canal basin would create a new neighbourhood in the city.

18. It is estimated that, although not residentially led, an element of housing development will be included that could deliver approximately 350 dwellings plus student flats. Development that would be less car-dominated (such as clustered student flats and extra-care accommodation) are appropriate, provided that housing does not become the dominant land use. Smaller-scale neighbourhood leisure and retail outlets, such as local convenience stores and A3, A4 and A5 uses serving the local community, are appropriate subject to impact and design considerations.

19. The redevelopment should sustain and enhance the significance of heritage assets such as the railway complex in the Shrub Hill wider area putting them to viable uses consistent with their conservation. Development will need to avoid unacceptable adverse impact on the Scheduled Ancient Monument (Entrenchment 300 yards (270m) south east of Shrub Hill Station WT318) associated with the English Civil War – Battle of Worcester and its setting. There is an opportunity to remove structures and buildings that have a negative impact on views into and out of the area as well as preserving existing views of listed or other landmark buildings.

20. Existing businesses, which survive in part due to lower rents, should be retained. These businesses should not be lost as they are vital to the economy of the city. If they cannot be accommodated within redevelopment proposals they should be re-located to alternative suitable sites within the city.

21. The redevelopment of Cromwell Street could provide a mix of uses, providing an opportunity to connect Lowesmoor, the canal and the station together. Between Rainbow Hill and Tolladine Road is an area of low-density uses, which is an important gateway into the city from the railway line.

22. Redevelopment should improve access to Shrub Hill station by all modes and provide a high-quality public transport interchange, while reconnecting the two sides of the railway corridor. Pedestrian connectivity between Shrub Hill Station, the canal, Lowesmoor and St Martin’s Quarter can be greatly improved to contribute towards the creation of an identifiable and cohesive
regeneration zone. Improvements to the public realm in front of Shrub Hill station will create an attractive first impression of the city to visitors arriving by train.

**Cathedral Quarter and Sidbury.**

23. The opportunity exists to create a high quality gateway to Worcester City Centre at Sidbury and improve pedestrian links between College Street, the canal, the Diglis / Waterside developments and the city centre.

24. There is potential for the development of a cultural quarter on the former Royal Worcester Porcelain site, the re-development of King Street car park and the provision of live - work opportunities.

25. Development should include the removal of buildings that have a negative impact upon the Sidbury and Canal Conservation Areas, securing the future of listed buildings and buildings of local significance and safeguarding views into and out of the area.

26. An area designed to encourage creative industries to cluster together around the Royal Worcester Porcelain museum would be beneficial and would create vital jobs for the city.

**Blockhouse / Carden Street**

27. This provides an opportunity to create a network of intimate shared surface streets, which can provide access to a mix of good quality city centre housing (approximately 120 dwellings), smaller business premises and live - work opportunities.

28. Development on the site could improve pedestrian access between the city centre and Fort Royal and help transform City Walls Road into an attractive gateway to the city.

29. The removal of unattractive buildings and structures would enhance the skyline and have a positive impact on the Canal Conservation Area and other heritage assets.
SWDP 45: Directions for growth outside the City boundary

Worcester urban extensions

Within the areas defined on the Proposals Map five sustainable, well-designed developments are proposed. These sites will come forward in accordance with individual masterplans and the development phasing plan for this policy set out below.

A. SWDP45/1 Broomhall Community and Norton Barracks Community (Worcester South urban extension):

i. Phased delivery of approximately 20ha of employment land and around 2,450 dwellings. Initial phases of the development shall be linked to the already funded improvements to the A4440 (southern Link Road) which will include measures to improve existing junctions. Later phases of development will be linked to the timing of further delivery of A4440 improvements including measures such as dualling.

ii. The dwellings will be of mixed size, type and tenure in accordance with the needs set out within the Strategic Housing Market Assessment and informed by local housing needs assessments in consultation with local communities. 40% will be affordable (based on the sliding scale set out in SWDP 15 Affordable Housing).

iii. The masterplan below shows the broad distribution of land uses as well as the various policy requirements, which include a centrally located Neighbourhood Centre incorporating:

- a range of community facilities and services including a two-form entry primary school, community building, children’s centre and youth facilities;
- convenience and comparison retailing;
- mixed uses comprising modest scale business development (B1 only) and A2 uses, plus A3, A4 and A5 use class development of a scale appropriate to serving the local community.

The Neighbourhood Centre should include not more 2,000 square metres net of retail floorspace and no single convenience store should exceed 1,500 square metres net.

iv. New and enhanced sports and social facilities at Norton Barracks.

v. No more than 85 of the 2,450 dwellings will be permitted east of Norton Road. A minimum of 35 of these will be in the Significant Gap, to provide surveillance of the proposed community, sports and recreation facilities. The pedestrian and cycle routes linking existing and new development to those uses will be subject to more detailed masterplanning.

vi. At the Significant Gap to the south of Norton Barracks, between Norton Road and the M5, only uses that retain the openness of the land will be permitted.

vii. Provision for two separate sites, each of up to 10 pitches, for Travellers within or on the edge of the urban extension61.

viii. Improvements to the A4440 shall include measures to improve accessibility by non-car modes to Worcester city centre, including at least two grade-separated pedestrian / cycle crossings.

ix. Safeguarding land on the southern side of the A4440 for the dualling of the road.

61 See also SWDP 17 – Travellers and Travelling Showpeople.
x. The provision of a parking hub to be agreed with Worcestershire County Council.

xi. A road network hierarchy and legible road layout within and adjoining the urban extension supporting the functions of the new neighbourhood, including traffic calming measures to safeguard the amenity of the Norton Barracks community.

xii. Footpath and cycle networks within the development including safe links to Worcester city, the neighbourhood centre and Norton Barracks.

xiii. The provision of a local Green Infrastructure network, including:

- Local Green Network encompassing watercourses (including the Hatfield Brook) and sustainable drainage systems, plus recreation open space;
- A Local Green Network buffer to the west of Norton Road separating the Broomhall and Norton Barracks communities, of a scale that maintains their individual identities;
- A Local Green Network buffer along the whole southern boundary immediately to the north of Broomhall Lane, providing a framework for the built development consistent with local landscape character;
- A Local Green Network buffer to the north of Norton Barracks, between Norton Road and the railway line, designed to overcome visual and noise impacts of business development to the north by separating new and existing uses;
- Local Green Network adjacent to the A4440, to provide a framework for the built development, mitigate noise and maintain the individual identities of Broomhall and St Peter the Great to the north.

B. SWDP45/2 Temple Laughern (Worcester West urban extension):

i. Phased delivery of approximately 5ha of employment land.

ii. Phased delivery of around 975 dwellings,

iii. The dwellings will be of mixed size, type and tenure in accordance with the needs set out in the Strategic Housing Market Assessment and informed by local housing needs assessments in consultation with local communities. 40% will be affordable (based on the sliding scale set out in SWDP 15 Affordable Housing).

iv. The inclusion of 10 pitches for Travellers.^62

v. Small local shops, with a contribution towards enhancing Dines Green Neighbourhood Centre.

vi. A network of open spaces, including play facilities, sporting and informal recreational facilities such as allotments.

vii. The development of a local Green Infrastructure network.

viii. Measures to maintain separation from Crown East and Lower Broadheath.

ix. Contributions towards transportation, education, sporting and recreational facilities.

x. Measures to improve accessibility by non-car modes to Worcester city centre, including a parking hub facility close to the A4440.

C. SWDP45/3 Kilbury Drive (Worcester East urban extension):

^62 See also SWDP 17 – Travellers and Travelling Showpeople
i. Delivery of around 250 dwellings.

ii. The dwellings will be of mixed size, type and tenure in accordance with the needs set out within the Strategic Housing Market Assessment and informed by local housing needs assessments in consultation with local communities. 40% will be affordable (based on the sliding scale set out in SWDP 15 - Affordable Housing.

iii. Contribute to public realm enhancements related to local shopping provision at Baynham Drive.

iv. Measures to maintain a physical and visual separation from Swinesherd Way, apart from access to the pedestrian crossing.

v. A network of open spaces including play facilities, informal open space and allotments.

vi. The development of the local Green Infrastructure network.


viii. Contributions to transportation, education, sporting and recreational facilities.

ix. A traffic-calmed central spine road linking Spetchley Road to Whittington Road with appropriate public transport movements and facilities.

x. No vulnerable built development to occur in Flood Risk Zones 2, 3a or 3b.

D. SWDP45/4 Gwillam’s Farm (Worcester North urban extension):

i. Delivery of approximately 250 dwellings.

ii. The dwellings will be of mixed size, type and tenure in accordance with the needs set out within the Strategic Housing Market Assessment and informed by local housing needs assessments in consultation with local communities. 40% will be affordable (based on the sliding scale set out in SWDP 15 Affordable Housing.

iii. Enhanced local shopping provision.

iv. Measures to maintain a physical and visual separation from Bevere in order to enhance and preserve the conservation area and the wider landscape setting of the village.

v. A network of open spaces including play facilities, informal open space and allotments.

vi. The development of the local Green Infrastructure network.

vii. Contributions to transportation, education, sporting and recreational facilities.

viii. Measures to improve accessibility by non-car modes to Worcester city centre, Bevere, River Severn, local employment areas, schools, leisure centre and the allocated Claines parking hub site.

E. SWDP45/5 Worcester Technology Park:

i. Phased delivery of a sustainable, well-designed technology park (Worcester Technology Park) for research and development and manufacturing related to environmental and new technologies or associated businesses, to be integrated with the land to the north that is already permitted for business uses.
ii. Off-site highway works to support access to the site and contributions to improvements to the strategic highway network.

iii. Landscaping that contributes to the local Green Infrastructure network and the setting of existing and altered public routes through the site.

iv. Measures to improve accessibility by non-car modes to Worcester city centre and other local employment areas.

v. Contributions to improvements to the strategic highway network.

vi. The safeguarding of pedestrian and cycle access through the allocation through the retention or relocation of public rights of way.

<table>
<thead>
<tr>
<th>Table 18 Development Phasing Plan</th>
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<tr>
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<tr>
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<td>Employment generating uses (ha)</td>
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**Reasoned Justification**

**The Development Strategy**

1. When other sources of supply including the urban capacity of the city are taken into account, the evidence underpinning policy SWDP 3 shows that about 41ha of employment land and about 3,900
dwellings will be required around the urban edge of the city, within the districts of Malvern Hills and Wychavon.

2. The analysis of the evidence indicates that the best prospect for achieving a sustainable pattern of development is by urban concentration, through the creation of four new urban extensions adjoining Worcester city to accommodate housing and mixed use development. This will enable high-quality design concepts to be pursued via future masterplans. Issues to be addressed / incorporated will include:
   a. housing of mixed size and tenure.
   b. targeted local employment opportunities.
   c. the extension of the existing Green Network.
   d. open space, sporting and recreational facilities.
   e. educational provision.
   f. neighbourhood shopping facilities.
   g. infrastructure for the emergency services.
   h. community facilities, including primary health care.

3. The four locations are:
   a. South of Worcester (Broomhall Community and Norton Barracks Community).
   b. West of Worcester (Temple Laughern).
   c. East of Worcester (Kilbury Drive).
   d. North of Worcester (Gwillam’s Farm).

4. The only two areas that could reasonably accommodate major development are located to the south and west of the city. Both will provide the following (at different scales):
   a. economic benefits through the provision of new employment opportunities in line with market demand.
   b. new housing.
   c. support to the improvement of links from east to west and particularly to the M5.
   d. both sites will be linked into the city through the provision of improved pedestrian and public transport facilities.

5. The greater proportion of development will go to the south (20ha of employment development and 2,450 dwellings) and the lesser amount (5ha of employment and 975 dwellings) to the west.

6. In addition, the evidence supports the allocation of a sub-regional employment site as a fifth urban extension to meet Worcester’s employment needs, to be located to the south / east of Junction 6 of the M5. The city successfully accommodated growth at Warndon Villages in the 1990s. The objective is to use the best examples of that development, together with improvements that have emerged in urban design and Green Infrastructure planning, to create high quality places to live and work. The evidence justifying the selection of these allocations is set out in the Background Paper - Worcester Site Allocations. This includes analysis and signposts to detailed evidence documents such as the Strategic Flood Risk Assessment, the Strategic Housing Land Availability Assessment, the Employment Land Review, the Green Belt Review, Green Infrastructure and transport modelling, as well as the outcomes of consultations with statutory bodies. This evidence demonstrates that four issues play a significant role in defining how and where Worcester should grow to meet its economic and housing growth requirements. These are:
A. Accessibility and Sustainable Transport

7. Providing access to jobs and essential services is a crucial part of delivering sustainable, economically-led and inclusive communities. Development at locations that can be accessed by means other than the private car and which provide good links to the city is essential. This also reduces carbon emissions and can improve the local environment and promote social inclusion. A safe, efficient and integrated transport system is important in supporting a strong and prosperous economy in Worcester.

8. It is vital that areas of growth link into the sustainable transport network and this can be achieved through the principles of sustainable development identified in SWDP 1 and sustainable transport in SWDP 4. This would bring benefits in terms of accessibility, economy, environment, air quality, health and overall quality of life. By allocating development in a number of strategic locations around the city, rather than in a single location, the potential to enhance public transport services via key transport corridors at Worcester is maximised. New or improved bus services will be provided to service the new housing areas and link to the existing settlements beyond the city. Three additional parking hubs are to be delivered at or close to the urban extensions providing the opportunity to capture inbound car-borne traffic movement.

9. Every transport component is essential in making the whole strategy work. Worcestershire County Council’s transport assessment looked at all aspects of transport including public transport, cycling and walking. This has assessed:
   a. The highway capacity of the city network as a whole.
   b. The potential development locations.
   c. The likely impact on the existing road system and the environment.

10. Assessment of transport modelling for the County Council and the Highways Agency concluded that to accommodate growth at Worcester the impacts on the strategic road network would be mitigated by full signalisation at Junction 7 of the M5 and improvements to Junction 6 necessary for access to the Technology Park. The Transport Background Paper provides signposts to the transport evidence underpinning the transport policy including the outcomes of the Worcester transport modelling.

B. Sustaining and enhancing the Historic Character and Setting of Worcester

11. Worcester is a county town within a rural setting that is locally distinctive. Retaining important views and defining local character are considered to be very important. Much of the city’s distinctive and historic character is maintained through sustaining and enhancing heritage assets such as the conservation areas and listed buildings within its boundaries, as well as promoting the Local Green Network and protecting significant strategic views. In addition, the green belt to the north of Worcester fulfils the green belt purpose set out in NPPF “… to preserve the setting and special character of historic towns”, as well as preventing the neighbouring towns of Worcester city and Droitwich Spa from merging into one another and checking the unrestricted sprawl of the West Midlands conurbation. Evidence from the Green Belt Review suggests that regardless of the extent to which the city may have to identify further land to meet its development requirements and needs, there would be areas of land outside the built-up areas of the city that should be retained as open land. This will be necessary to avoid the coalescence of villages whose individual identity and separation contribute to the distinctive rural setting of the city. The evidence from the Review demonstrates that the boundaries of the Green Belt at Worcester are robust and defendable.

C. Nature Conservation

12. The protection of areas with nature conservation value is a key element in ensuring sustainable development. The NPPF requires that for local plans to contribute to the natural and local
environment, planning policies should “...minimise impacts on biodiversity and geodiversity”. The focus is on the preservation, restoration and re-creation of priority habitats, ecological networks and the protection and recovery of priority species. Worcester’s Green Network is well established and valued and the Green Infrastructure study that was carried out supports this approach and promotes a similar approach in the development areas. Furthermore, by linking local green network extensions with existing routes, opportunities for walking and cycling will be spread into the wider Worcester area.

D. Flooding

13. The identification of the urban extensions took full account of information on flood risk and the vulnerability of land uses, informed by the Strategic Flood Risk Assessment (Levels 1 and 2) as updated in 2012. The SFRA takes into account sources of flooding and the impacts of climate change. The aim is to direct development away from areas at highest risk, but where development is necessary, making it safe without increasing flood risk elsewhere. Having applied the sequential test, development has been steered to areas with the lowest probability of flooding. The search for sites avoided land wholly in the higher flood risk zones. Only small areas of some of the urban extensions have land which has a higher flood risk zone warning. On the basis of the SFRA evidence, the urban extensions are capable of accommodating the development proposed on Flood Risk Zone 1, including the more vulnerable development. Planning applications will need to be accompanied by flood risk assessments where necessary.

Broomhall Community and Norton Barracks Community (SWDP45/1)

14. In assessing the development to the south there were some important objectives that would need to be fulfilled which will need to be an integral part of a comprehensive Masterplan. These objectives carry equal weight:

a. To create an environment that will be attractive to business investment, including high technology, manufacturing and knowledge-based services.

b. To create a sustainable, balanced mix of uses and a distinctive new community at Broomhall, which is self-sufficient in meeting its local needs.

c. To create Local Green Networks at a scale and layout that retains the individual identities of the new Broomhall development and the existing Norton Barracks settlement, where the separation does not form barriers to direct pedestrian and cycle movements between the two communities, does not allow car-borne journeys and functions as a biodiversity corridor and recreational space.

d. To ensure that the most important views of the Malvern Hills from the east of the site are not impeded by the new development.

e. Ensure appropriate measures are employed to avoid or mitigate identified flood risks relating to river, water course and surface water flooding and water quality concerns. The existing watercourses will need to be retained in open areas of Local Green Network and linked to appropriate SuDS techniques.

f. To enable appropriate improvements to the A4440 (Crookbarrow Way, Broomhall Way and Teme Way) together with associated junction improvements, which will include the provision of at least two grade-separated pedestrian / cycle crossings (east and west).

g. To reduce car dependency by enabling efficient public transport, walking and cycling movements within the development whilst providing two-way opportunities for access to services within the existing city as well as out to the countryside.
h. To provide a new police station serving the local community.

15. Detailed design work will be needed but current evidence demonstrates that the development can be achieved utilising the following boundaries:

a. The western boundary of the development will be the River Severn. Close to this boundary is the A38, the major north – south route that will give access to the city centre for a rapid transit bus route into the city.

b. The northern boundary will be A4440 Broomhall Way and Crookbarrow Way (as far east as the railway). Particular thought will need to be given to grade separated pedestrian / cycle links into and out of the city across this busy road both from Broomhall and Norton Barracks. Allowance for possible dualling of the carriageway will need to be made on its southern side.

c. The eastern boundary is physically defined by the Worcester – Oxford railway line and the M5. A Significant Gap west of the M5 combined with detailed design is needed to retain the rural setting of any new and existing development.

d. The southern development boundary would be Broomhall Lane, with functional Local Green Network adjacent to the lane providing a framework for the built development. This will be consistent with and enhance the local landscape character so that the lanes’ rural aspect remains and sufficiently mitigates the visual impact of development when viewed from Kempsey village, without creating a barrier that intrudes into the landscape.

e. This will abut a Significant Gap (SWDP 2) between Broomhall Lane and the northern limit of Kempsey village that is designed to ensure physical separation.

17. Care will be needed in the treatment of the edges of the development area and the need to identify appropriate Significant Gaps beyond the new urban edge. In order to help minimise the impact on the Norton Barracks community, the Worcester South extension must include well-designed green buffer areas and set out a clear road hierarchy, with the road beyond any commercial development being traffic-calmed particularly in the vicinity of Norton Barracks. The road network within the urban extension will need to provide a route through to the Neighbourhood Centre from Norton Road and the A38.

**Temple Laughern (SWDP45/2)**

18. The smaller development to the west would relate closely to the existing city, but certain critical objectives would need to be achieved. These are:

a. Provision for modern high technology and knowledge-based services, including links to the University of Worcester and the opportunity to provide business start-up units.

b. Create a sustainable, balanced mix of uses that will be an extension to the existing city area.

c. There will be a Significant Gap that provides physical and visual separation between the development and the surrounding villages of Crown East and Lower Broadheath so that their unique characters and the setting of the city are both protected.

d. Ensure that the existing views across the area of the skyline of the city are not adversely impacted by the new development.

e. Reducing car dependency by enabling efficient public transport, walking and cycling within the development whilst providing two-way opportunities for access to services within the existing city as well as to the countryside.

f. Create a cohesive place that relates to the existing city while recognising the importance of the landscape setting in providing an attractive living environment for a wide range of household
types. Managing the transition between urban and rural will be essential in enabling the countryside to flow naturally into the development area from north and west.

g. Ensure there is safe and attractive access connecting the urban extension and Dines Green, to ensure enhanced connectivity between existing and new settlements. Two points of vehicular access are needed to serve the site. One of these will need to have direct access to the primary road network west of the city linking to the A4440; the second will need to link to the city road network such that impacts on traffic flows further into the city can be managed.

19. It will be important to ensure there is a smooth transition from the open countryside into the urban area, so there can be no compromise on ensuring that the green corridors are sufficiently wide (minimum 40m) to allow the countryside to flow into the area. Where possible, development will be defined by natural physical boundaries, but in certain places (particularly the western boundary) it will be guided by landscape and topographical evidence.

20. The protection of the Earls’ Court Scheduled Ancient Monument is consistent with SWDP 1, 6 and 23 and section 12 of the NPPF. SWDP 6 and SWDP 24 (Historic Environment policies) also strengthen this protection.

a. The eastern edge of the development will be the city boundary with the Laughern Brook valley being a particular feature down to Oldbury Road. From this point south the designated edge will need to reflect and blend into the existing development within the city and the proposed development at Earls Court Farm. Particular thought will need to be given to pedestrian / cycle links into and out of the city so that existing facilities can be easily accessed e.g. the University of Worcester (Henwick and City Centre campuses) and the Dines Green Neighbourhood Centre and primary school.

b. The southern boundary, with the exception of a portion of Grove Farm, is physically defined by the A44 / Bromyard Road. This will serve as the major vehicle access to the city centre, as well as providing access to Malvern, the M5 and the east via the western and southern link roads. Bromyard Road is being significantly improved to provide a rapid transit bus route into the city from the park and ride site. The primary road network through the development will extend the A4440 up to Oldbury Road but should also allow for the construction of a northwest link road in the longer term.

c. The northern development boundary would lie north of Oldbury Road but provision will need to be made for sufficient land to enable appropriate landscape management to take place. This will ensure that a hard urban edge is not created at this point and will mitigate the views across the area from Hallow in particular.

d. On the western boundary, there will need to be appropriate landscape management to ensure the rural nature of the area is allowed to flow into the built-up area via the green corridors.

21. The two smaller extensions are referred to as Kilbury (to the east) and Gwillam’s Farm (to the north). Both sites consist of approximately 250 dwellings each.

Kilbury Drive (SWDP45/3)

22. This site is located to the east of the city on land between Kilbury Drive and Swinesherd Way. It is well linked to the city and has good access to local facilities. However, the development of this site would need to meet the following objectives:

a. The creation of a sustainable and distinctive extension to the urban area, providing an attractive living environment for a variety of household types.
b. The sensitive higher ground to the north will be a bio-diverse open space, including recreational space serving the development.

c. Reducing car dependency by facilitating efficient public transport, walking and cycling movements within the development, whilst providing opportunities for access to local shops, employment areas, local schools and other services within the city as well as to the countryside;

d. Ensure appropriate visual and physical measures to the boundary with Swinesherd Way.

e. Ensure appropriate measures are employed to mitigate adverse impacts from identified noise and air pollution relating to the A4440.

f. Ensure appropriate measures are employed to avoid or mitigate identified flood risks relating to surface water flooding and water quality concerns. The existing watercourse will need to be retained in an open area and linked to appropriate Sustainable Drainage System techniques.

23. The boundaries of this small urban extension to the city are well defined, being:

a. **Swinesherd Way** to the east.

b. **Walkers Lane** to the south.

c. The rear boundaries of properties in **Kilbury Drive** to the west and properties at the end of **Staplow Road** and **Spetchley Road**.

d. **Spetchley Road** itself to the north.

**Gwillam’s Farm (SWDP45/4)**

24. This site lies immediately to the north of the city boundary, outside and to the west of the green belt and relates well to the city. However, being close to the Bevere conservation area does make it sensitive and certain objectives would need to be met. These are:

a. The creation of a sustainable and distinctive extension to the urban area without barriers that would hinder integrating new development with the existing urban form. This will be achieved through the application of a high standard of design, ensuring the development makes a positive contribution to the quality of the environment consistent with its gateway location and provides an attractive living environment for a variety of household types.

b. Retail development, including the existing retail use, must be restricted to a scale appropriate to serving the local community and should not create a new centre or retail destination.

c. To sustain and enhance the significance of heritage assets including the setting of the Bevere Conservation Area. The sensitive area in the west of the site close to the Bevere Conservation Area will be used for managed planting, open space and recreational provision serving the development, which will create a buffer separating the new development and the listed buildings, with development and landscaping being well-related to the topography of the site and the entrance to the Conservation Area adjacent to South Bevere.

d. To accommodate existing rights of way within the buffer to the west and on the periphery of the site to the north, providing views of historic assets beyond the site itself.

e. Reducing car dependency by enabling efficient public transport movements, walking and cycling within the development whilst providing opportunities for access to local shops, employment areas, local schools and other services within the city as well as out to the countryside. The nearby parking hub allocation east of the A449 is part of wider integrated transport proposals to foster greater use of sustainable transport modes into the city.
25. The boundaries of this small urban extension to the city are well defined, being:
   a. **Green Lane** to the south.
   b. The **A449** (Ombersley Road) to the east.
   c. **Bevere Lane and then the Right of Way from Bevere Lane east to the A449** to the north.
   d. **Northwick Road and the Bevere Conservation Area boundary to Bevere Lane** to the west.

**Worcester Technology Park (SWDP45/5)**

26. Although provision has been made for local employment opportunities within the city and the urban extensions, there is evidence to support a 70ha (gross) sub-regional employment site providing opportunities for existing manufacturing companies in the area to consolidate and expand by relocating to this site. The land is located immediately south-east of Junction 6 of the M5, a key gateway to the city. It lies within Wychavon District but as the site abuts the city boundary it will provide serviced employment land to meet the growth of Worcester.

27. The North Phase of Technology Park development (previously referred to as Phase 1) has outline planning approval and a Section 106 agreement for a mix of business uses (B1, B2 and B8). This is counted as a commitment for SWDP 3 purposes. Within the North Phase, development will occupy up to 140,000 square metres on 27ha (net) next to J6 and could potentially provide for new headquarters, manufacturing, distribution and research and development facilities.

28. Site allocation SWDP45/5 is the South Phase on the remainder of the Technology Park, providing space for a cluster of other commercial companies, potentially involved in environmental and other high-technology sectors. Within the gross site allocation delineated on the Proposals Map, about 16ha (net) are identified for SWDP 3 purposes.

29. The completed development will be designed and landscaped as a single Technology Park and will include public open space, primary highway improvements and an ecological corridor. It is anticipated that two points of access will be provided. The current permission includes access to the Technology Park directly on to Crowle Lane at a point between Crowle Lane / Pershore Lane roundabout and Trotshill Lane This route provides access to Warndon Villages and the city centre via the Trotshill motorway bridge. Development proposals will be tested through the Worcester Transport Models and the developer will fund any mitigation works, along with improvements to public transport, walking and cycling links.

30. Worcestershire County Council and Advantage West Midlands, as the Regional Development Agency, originally led the project development, feasibility and co-ordination of the public sector partners, resulting in a successful bid for £17.5m of Regional Growth Fund. Worcestershire County Council, having taken on a direct role in the project implementation, is responsible for completion of the detailed design work of infrastructure, planning and public sector co-ordination and construction of highway, service and environmental infrastructure.

31. The treatment of the site boundaries will also be key to assimilating the development into its countryside location, being sympathetically designed using natural features where possible and bolstered by new planting, particularly when acting as a buffer to the M5. The Barbourne Brook will create a strong environmental connection between the on-site proposals and the existing natural environment. The planning approval addresses issues related to the functional flood plain and water management. It also provides for compensatory woodland planting on land north of Warndon Wood to mitigate for the loss of residual woodland east of the M5.

32. A high-level Project Board of senior councillors and officers is in place to ensure that Worcester Technology Park as a whole is successful for both first and second phases.
33. In September 2012, the Worcester Bosch Group announced formally that they would not be progressing with their planned relocation to the Worcester Technology Park site. In response the County Council and wider partners are committed to continuing with development of the site and the establishment of Worcester Technology Park to meet market demand and future economic growth opportunity. The emerging vision for the site envisages a group of technology and technology-rich companies establishing and developing over the plan period in buildings that meet design quality and sustainability standards.

34. The partners are continuing with the delivery of infrastructure improvements for the North Phase of the development, which will ultimately be funded by the Regional Growth Fund. In September 2012 the County Council went out to commission the work to produce a due diligence report on Worcester Technology Park, which will be completed by early 2013.

35. A revised masterplan has been developed for the Worcester Technology Park and a new scheme is being delivered. The Project Board are confident that this will fit with the existing planning permission on the North Phase, though the planning conditions may need to be revised.

36. The existing landowner in partnership with the County Council will continue to promote the development of the site to support the Technology Park vision. The current development programme suggests that an outline application for the South Phase (formerly phase 2) site could come forward early in 2013 to support the County Council’s intention to commence construction of the offsite service and highway infrastructure that support both elements of the scheme in spring 2013. In addition, several key technology companies have been identified by the Project Board that are known to have an interest in the area at this stage.
SWDP 46: Pershore Allocations

A. Housing proposals in Pershore will aim to deliver a range of housing sizes and tenures, to ensure suitable housing is available to both the existing and new population of the town.

B. Support will be given for the provision of a new cemetery, within or beyond the Development Boundary, if required by the Town Council.

C. Opportunities for town centre regeneration will be supported where appropriate.

D. Infill development will be designed to reflect the historic form and character of the town and protect views to and from Pershore Abbey. New development will respect the conservation area in terms of its proposed height, scale, design and position. Pershore has significant areas of public open space that should be protected and enhanced; local green networks will be improved and extended as appropriate. Development will be restricted along the backdrop of Allesborough Hill to protect views in and out of the town.

E. All proposals and allocations will need to contribute as appropriate (via s.106 Developer Contributions or Community Infrastructure Levy) towards the range of infrastructure required to achieve sustainable development. This will include the following:
   i. Encourage / enhance public transport and train links between Worcester, Evesham and Cheltenham;
   ii. Maintain the railway station, provide enhanced parking and improve connectivity to the town;
   iii. Alleviate the bottleneck at the A44 / B4082 Pinvin crossroads and other locations on the A44, which is a key link between Pershore and both the M5 and A46 Trunk Road (including, if relevant, a new link road between Wyre Road and the A44)\(^63\);
   iv. Enhance green infrastructure and help protect important views in and out of the town, particularly from Bredon Hill and the backdrop of Allesborough Hill;
   v. Provide new open space to the north of the town;
   vi. Support the development of Pershore College and High School;
   vii. Encourage and support the development of the town as a centre for cultural and tourism-related activities, including provision for coach parking;
   viii. Maintain and enhance the town's shops and services, such as the emergency services and medical facilities;
   ix. Infill development will respect the historic form and character of the town, with high design standards and protection of urban greenspace;
   x. Extend the Pershore High Street Regeneration Scheme to Head Street.

F. Within Pershore, as shown on the Proposals Map, the following sites are allocated for residential development:

<table>
<thead>
<tr>
<th>Table 19 Pershore sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy Reference</td>
</tr>
</tbody>
</table>

\(^63\) Worcestershire County Council would, if a suitable business case can be justified and significant private sector funding provided, consider the provision of a link road between Wyre Road and the A44 bypass.
Pershore Allocations

<table>
<thead>
<tr>
<th>Policy Reference</th>
<th>Greenfield allocations beyond the Development Boundary</th>
<th>Indicative Number of Dwellings</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWDP46/1</td>
<td>Garage, High Street (mixed use)</td>
<td>20</td>
</tr>
<tr>
<td>SWDP46/2</td>
<td>Former Health Centre, Priest Lane</td>
<td>13</td>
</tr>
<tr>
<td>SWDP46/3</td>
<td>Garage Court, St Andrews Road</td>
<td>10</td>
</tr>
<tr>
<td>SWDP46/4</td>
<td>Garage Court, Abbots Road</td>
<td>13</td>
</tr>
</tbody>
</table>

**Pershore Allocations Sub-total**: 56

<table>
<thead>
<tr>
<th>Policy Reference</th>
<th>Greenfield allocations beyond the Development Boundary</th>
<th>Indicative Number of Dwellings</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWDP46/5</td>
<td>Land adjacent Conningsby Drive</td>
<td>10</td>
</tr>
</tbody>
</table>

**Pershore Allocations Total (excludes urban extensions)**: 66

**Reasoned Justification**

1. Pershore is identified as an “Other Town” within the Settlement Hierarchy (SWDP 2), which means that it is an appropriate location to accommodate a proportion of south Worcestershire’s employment and housing growth over the next two decades.

2. In seeking to accommodate further growth, there is an aspiration to build on developments of quality that exist in the town and to promote the regeneration of the town’s key brownfield sites including the garage, High Street and the former health centre, Priest Lane. In the interests of sustainable development, the re-use of previously developed land should be seen as the primary priority for development. Furthermore, growth areas must be facilitated in such a manner as to deliver high quality design, public open space and integration into the surrounding rural area without detrimental impact on protected areas of open space and Pershore's Conservation Area.

3. In identifying appropriate levels of growth for Pershore, the following constraints, issues and evidence have been taken into account:
   a. Protecting views to and from the town.
   b. The historic settlement pattern and features within the conservation area and important views to and from The Abbey.
   d. Infrastructure improvements at Pinvin crossroads, public transport enhancements and support for the link road between Wyre Road and the A44 bypass.
   e. The Strategic Housing Land Availability Assessment.
SWDP 47: Pershore Urban Extension

As shown on the Proposals Map, a sustainable, well-designed development will be delivered in accordance with a masterplan and will include the following:

A. SWDP47/1 Land to the north of Pershore

On land to the west of Station Road, south of Wyre Road and north of the junction of Station Road and Wyre Road, identified on the Proposals Map, a phased delivery of 600 new homes will deliver the following:

i. A range of house sizes, tenures and types;

ii. A network of high quality public open space, to include equipped play space;

iii. Contributions as required towards infrastructure including education, formal sport, the Strategic Green Infrastructure Network, emergency services and capacity enhancement of the Pinvin Road junction (including if relevant a new link road between Wyre Road and the A44).

To ensure that a sufficient level of Green Infrastructure is provided for the development, the land immediately adjoining the northern boundary of the land to the west of Station Road will be used to provide some of the Green Infrastructure required for this site. However, the built form of the development will not extend beyond the boundaries shown on the Proposals Map.

B. SWDP47/2 Land to the north-east of Pershore

On land to the north of Wyre Road, as identified on the Proposals Map, an allocation of 5ha of employment land will deliver the following:

i. A range of well designed, high environmental performance buildings for B1, B2 and B8 uses;

ii. Contributions towards infrastructure including the Strategic Green Infrastructure network and appropriate transport infrastructure.

Reasoned Justification

1. In order to meet housing and employment needs, given Pershore's position in the Settlement Hierarchy (SWDP 2) it is necessary to allocate growth to the town. As table 19 shows, currently there is very limited urban capacity so an urban extension to the north of the town is proposed, comprising 600 dwellings at Station Road / Wyre Road and 5ha of employment land north of Wyre Road adjacent to the existing established Keytec Business Park.

2. In directing development to the north of the town it is important that infrastructure improvements are in place. These include improvements to the Pinvin crossroads junction and other locations on the A44 (a key link between Pershore and both the M5 and A46 Trunk Road). If appropriate, the provision of the link from the A44 / Wyre Piddle bypass roundabout to Keytec 7 Business Park, which has strong local support, could also be delivered.\(^\text{64}\)

3. However, in the interests of sustainable development, the reuse of previously-developed land should be seen as the primary priority for development.

Land to the north of Pershore

\(^{64}\) Worcestershire County Council will consider this link road scheme if a suitable business case can be justified and significant private funding is provided- LTP3 SW16.
4. In considering the appropriate direction of growth of Pershore a number of important factors were taken into account including:
   a. Topography (in particular Allesborough Hill).
   b. The River Avon floodplain.
   c. The historic settlement pattern.
   d. The views of the Strategic Housing Land Availability Assessment Panel.
SWDP 48: Droitwich Spa Allocations

A. Development identified on the Proposals Map will be on brownfield land within the Development Boundary. Housing growth will deliver a range of housing sizes and tenures to ensure identified housing needs are met and that a wider choice of homes is available to both the existing and new population of Droitwich Spa.

B. Opportunities for the regeneration of Westlands will be supported, focusing on the neighbourhood centre, improvements to the public realm and layout.

C. Opportunities for inward investment, such as the regeneration and redevelopment of sites for employment uses at both Berry Hill Industrial Estate and Stonebridge Cross Business Park, will also be considered favourably.

D. Infill development will respect the historic form and character of the centre of Droitwich Spa, displaying high design standards and enhancing the provision of public and private open space.

E. Existing open space will be protected, enhanced and where appropriate new accessible urban green spaces will be identified to reflect the town’s ‘Spa’ status. Development will be limited adjacent to the M5 to preserve residential amenity and provide an environmental buffer to the residential areas to the south of the town.

F. All development will need to contribute in full towards the range of infrastructure required in order to make overall growth sustainable, via s.106 Developer Contributions or Community Infrastructure Levy. This development will include the following:
   i. Reopening of the Brine Baths;
   ii. Improved public transport links to Birmingham and Worcester;
   iii. Droitwich Diamond Jubilee Walk and other cycle / walking networks;
   iv. Increased parking capacity at Droitwich Spa railway station;
   v. Increased school capacity for Droitwich High School;
   vi. Regeneration of the Netherwich Canal Basin area for a mixed use scheme comprising residential, office, retail and leisure elements.

G. Within Droitwich Spa the following sites as shown on the Proposals Map, are allocated for residential or mixed use.

<table>
<thead>
<tr>
<th>Policy Reference</th>
<th>Site</th>
<th>Indicative Number of Dwellings</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWLP48/1</td>
<td>Land off Vines Lane</td>
<td>100</td>
</tr>
<tr>
<td>SWLP48/2</td>
<td>Boxing Club, Kidderminster Road</td>
<td>10</td>
</tr>
<tr>
<td>SWLP48/3</td>
<td>Oakham Place</td>
<td>6</td>
</tr>
<tr>
<td>SWLP48/4</td>
<td>Acre Lane</td>
<td>20</td>
</tr>
<tr>
<td>SWLP48/5</td>
<td>Willow Court, Westwood Road</td>
<td>10</td>
</tr>
</tbody>
</table>
Reasoned Justification

Urban capacity

1. In seeking to accommodate further growth, there is an aspiration to build on the legacy of quality developments that exist in the town. Further growth areas must be facilitated in such a manner that they deliver high quality design, public open space and sympathetic integration into the surrounding rural area without impinging upon recognised areas of sensitivity adjacent to the town.

2. In accordance with the strategy and the SWDP focus on employment, strong support is given for the following:
   a. Safeguarding employment sites.
   b. Urban focus on tourism opportunities.
   c. Maintaining the viability and vitality of the town centres.
   d. Investing in the shopping centre and the existing employment sites.
   e. Seeking to maximise capacity on current employment sites through inward investment.

3. In identifying appropriate levels of growth for Droitwich Spa, the following constraints have been taken into account:
   a. Natural barriers including River Salwarpe, Elmbridge Brook, steep slopes and potential impacts on landscape.
   b. Man-made barriers including the M5, A38 (Roman Way), railway, canal and green belt to the north and south of the town.
   c. Historic settlement pattern and features including listed buildings, town parks, historic gardens and parkland, i.e. Westwood House.

4. Sites for 226 homes are identified on the Proposals Map. Given the identified constraints, significant growth has to be located either to the north or south, with the land in both directions subject to green belt designation. A review of the green belt has been carried out and it concluded that there are no suitable locations that could deliver the level of development without undermining the green belt designation. Therefore, the green belt boundary remains unaltered around the town.

5. With regard to future retail development, where there is evidence of further need this will be addressed through the relevant policies within the SWDP.

6. The broad location for development to provide for the requirements of Droitwich Spa has been identified as:
   a. Town centre - residential development for 226 homes.

7. No further retail allocations are identified within the town, a position supported by evidence from the Retail Study and Employment Land Review. However, a further 10ha of employment land has been allocated to the west of the Stonebridge Cross Business Park, in accordance with the economic development strategy.

8. Through the SHLAA, it has only been possible to identify a limited number of ‘brownfield’ sites within the town. These are set out in this policy, with the main site delivering 100 homes on an existing employment site off Vines Lane. The location and existing infrastructure on the site raised
the issue of on-going viability for employment use and the close proximity to the town centre provides an opportunity to deliver high-quality housing in a sustainable location. The Scheduled Ancient Monument that forms part of the Vines Lane site will be safeguarded.

9. The remaining sites are smaller but provide opportunities for limited infill as well as delivering opportunities to enhance existing community facilities lost elsewhere to redevelopment, e.g. the Boxing Club and Girl Guides Hall.
SWDP 49: Droitwich Spa Urban Extension

A. SWDP49/1 Copcut Lane

The Proposals Map identifies a location for a sustainable, well-designed urban extension to the south of the town in accordance with a more detailed masterplan brief.

It is expected that the development will deliver:

i. Phased provision of approximately 740 new homes reflecting a range of housing sizes and tenures to reflect and accommodate the needs of both the existing and new population of Droitwich Spa;

ii. Phased provision of 3.5ha of B1 and B2 employment uses;

iii. A local neighbourhood centre incorporating local shops and community facility;

iv. Access off the A38 Roman Way, with enhanced public transport, cycle and pedestrian connections to Chawson and the town centre via Chawson Lane;

v. New public open space as appropriate, to incorporate and enhance the existing Green Infrastructure and community woodland and develop the Droitwich Diamond Jubilee Walk;

vi. A landscaping strategy for the southern edge of the site, adjacent to Copcut Lane; this should seek to minimise the impact of the development on the countryside beyond;

vii. A landscaping 'buffer' along the edge of the railway line; this will be included as part of any future masterplan.

B. SWDP49/2: Stonebridge Cross Business Park

It is proposed that a sustainable, well-designed extension to Stonebridge Cross Business Park (as shown on the Proposals Map) will be delivered, which will include:

i. Phased provision of approximately 10ha of B1, B2 and B8 employment land, to include office, light industrial and warehouse uses;

ii. Improved accessibility to the town centre, delivered through improvements to walking, cycling and public transport provision;

iii. Appropriate landscaping, screening the development from the Westwood House and parkland and the protection of views to / from the nearby public footpath.

Reasoned Justification

SWDP49/1

1. The land referred to as Copcut Lane is reserved for future development needs, being designated as an Area of Development Restraint in the Wychavon Local Plan. It will be allocated for housing delivering a mixed-use sustainable urban extension. This will comprise 740 homes of an appropriate mix, size and tenure, along with a local service centre. In accordance with the town’s location in the South Worcestershire Technology Focus Priority Area, it will ensure a supply of sites that will strengthen the local economy and balance the employment locations to the north of the town. The urban extension will include 3.5ha of high quality B1 and B2 employment land.

2. Features of the scheme will include enhanced open spaces, continued management of the community woodland, retention of the allotments and securing of a link in the Droitwich Diamond Jubilee Walk around the town. Links to the open countryside beyond via the existing public footpath network will also be secured. Any development will be required to respect the setting of the Salwarpe Conservation Area and the location on the rural / urban fringe of the town.
3. Access will be off the A38 and no vehicular access (other than for emergency purposes) will be
allowed off Copcut Lane. Pedestrian and cycle access to the town will be provided via Chawson
Lane and a regular bus service will link to locations to the town centre.

SWDP49/2

4. A further extension of 10ha of employment land has been allocated as an extension to the west of
the Stonebridge Cross Business Park, to accord with the economic development strategy. The
sensitivity of the allocation adjacent to Westwood House and its associated parkland (Grade 1
listed; designated historic parkland) is acknowledged and a landscaping planting belt is included
within the allocation.
SWDP 50: Evesham Allocations

A. Housing growth will deliver a range of housing sizes and tenures to ensure needs are met and a wider choice of homes is available to both the new and existing population of the Evesham Housing Market Area.

B. Proposals will be supported that facilitate the on-going regeneration of Port Street and the High Street, with a focus on enhancing the historic character of these areas and retaining retail uses at ground floor level.

C. Proposals that support the regeneration and redevelopment of sites for employment uses at Four Pools Industrial Estate will also be considered favourably.

D. Infill development will respect the historic form and character of the centre of Evesham, promoting high standards of design and provision of public and private open space.

E. Existing open space and green infrastructure will be protected, enhanced and where appropriate new accessible urban green spaces identified. No development is allocated, nor will be supported in areas of high flood risk. In addition, the historic site of the Battle of Evesham – the Battle Well Field, to the north of Greenhill and its wider setting will be protected.

F. All developments will need to fund or deliver site-specific infrastructure requirements in line with policy SWDP 7 and the Infrastructure Delivery Plan (IDP). Developments will also contribute to wider strategic infrastructure needs, again as set out in the IDP. Until a Community Infrastructure Levy is adopted, Section 106 agreements will form the principal funding mechanism. This will include the following:

- Improved parking provision at Evesham Railway Station;
- New public open space / recreational facilities / Green Infrastructure;
- New pedestrian / cycle bridge connecting Hampton with Evesham Town Centre;
- New pedestrian / cycle bridge connecting Offenham Road with the High Street;
- Enhancement of Hampton Ferry;
- Enhanced hospital provision;
- New pedestrian and cycle crossing / bridge over the A46 at Vale Park;
- Extension to West Mercia Police’s Section Station in Evesham;
- Measures to improve accessibility through public transport, pedestrian and cycle links from the allocated sites to the town centre, local employment areas, schools, sports, health and community facilities and Evesham Country Park;
- Extension to Evesham High Street Regeneration Project;
- An extension of the riverside meadows to the west and north linking Corporation Meadows round to Boat Lane within a Green Infrastructure approach;
- A broad network of local connections to the town centre designed to afford priority for walking and cycling;
- the integration of the leisure centre within the town centre.

G. Within Evesham, as shown on the proposals map the following sites are allocated for residential use.

Table 21 Urban Capacity sites in Evesham
Policy Reference          | Residential Allocations within the Town                               | Indicative Number of dwellings |
---                        |---                                                                         |---                             |
SWDP50/1                   | Land at the bottom of Peewit Road                                        | 63                             |
SWDP50/2                   | Employment site, top of Kings Road                                      | 100                            |
SWDP50/3                   | Nursery at Bewdley Lane / Blind Lane                                    | 56                             |
SWDP50/4                   | Land off Davies Road (former leisure centre)                            | 36                             |
SWDP50/5                   | Land at Offenham Road East                                              | 15                             |
SWDP50/6                   | Land behind Lichfield Road                                              | 20                             |
SWDP50/7                   | Land off Abbey Road – mixed use (see below)                             | 200                            |
                            | Evesham Urban Capacity Total                                            | 490                            |

**SWDP50/7 – Land off Abbey Road**

**H.** Within the area identified on the Proposals Map, a sustainable, well-designed mixed residential and leisure development will be delivered through a masterplan, including:

i. The provision of a community orchard reflecting the town’s heritage adjacent to Abbey Road – no residential development will be permitted along the boundary to Abbey Road;

ii. The southern and western perimeters of the site should be sensitively designed in order to maintain a direct vista through from Abbey Road to the river with appropriate landscaping;

iii. Built development will be set back from Boat Lane to the north and south in order to provide an adequate buffer to protect existing views;

iv. The Scheduled Ancient Monument will be protected and enhanced in accordance with the requirements of the Worcestershire Archives and Archaeology Service;

v. Access will be permitted off Abbey Road only to ensure impact on the existing road network is mitigated;

vi. Residential development will not exceed 200 units and these will be provided with a dwelling mix of which 40% will be affordable;

vii. A comprehensive sustainable drainage package ensuring the use of SuDS on site to minimise surface water run-off and enhance biodiversity and any other flood mitigation measures that may be required;

viii. Suitable native boundary planting and landscaping will be sensitively designed into the development to minimise impact of the built development;

ix. Developer contributions will be provided in accordance with the adopted Developers’ Contributions SPG and / or CIL when adopted;
x. New and enhanced GI will be provided on the site to protect and enhance existing biodiversity and wildlife and link to existing GI networks in close consultation with WWT;

xi. Public open space will be provided on site in accordance with the identified needs of the town;

xii. Sympathetic and locally distinctive high-quality built design will be accommodated on the site to reflect the towns’ heritage;

xiii. Contributions towards a new foot / cycle bridge over the river to Hampton will be provided in order to help mitigate the additional traffic generated at the Abbey Bridge junction;

xiv. Extension to riverside meadows to the west and north linking Corporation Meadows round to Boat Lane to improve connectivity;

xv. Provision and enhancement of pedestrian and cycle linkages throughout the site to the town and the existing network.

Reasoned Justification

Evesham Urban Capacity

1. Evesham's identification as a main town within the settlement hierarchy (SWDP 2) means that it is an appropriate location to accommodate a reasonable proportion of south Worcestershire's housing growth to 2030.

2. In seeking to accommodate further growth, the aspiration is to build on the legacy of quality development that already exists in the town. Further growth must be facilitated in a manner that delivers high quality design, public open space and full integration into the surrounding rural area without compromising the landscape or townscape.

3. The Strategic Housing Land Availability Assessment identifies a number of potential housing sites within the Development Boundary as set out in the table above and this also includes land formerly allocated in the Wychavon District Local Plan.

4. Evidence obtained from the South Worcestershire Joint Core Strategy Issues and Options consultation in 2007 supported a concentration of housing growth in the main towns and also identified the following issues that needed to be taken into account:
   b. Man-made barriers: A46(T).
   c. Historic settlement patterns, conservation areas / listed buildings / scheduled ancient monuments etc.
   d. Accessibility to services.

5. Feedback from the South Worcestershire Joint Core Strategy Preferred Options consultation, alongside evidence from the Strategic Housing Land Availability Assessment and various open space and habitat studies, pointed to new growth post-2013 being located predominantly outside the current development boundary.

6. Locations are provided for approximately 300 homes as shown on the proposals map.

7. With regard to future retail development, where evidence demonstrates further need, it will be supported through the relevant policies within the SWDP.
SWDP 51: Evesham Urban Extensions

A. SWDP 51/1 Cheltenham Road

Within the area identified on the Proposals Map, a sustainable, well-designed urban extension will be delivered, which will include:

i. Phased delivery of around 400 homes;

ii. Protection of the Chemtura employment site;

iii. Measures to improve accessibility through pedestrian and cycle links to Evesham town centre and Hampton, local employment areas, schools, sports and health and community facilities;

iv. Protect and enhance existing open space, Green Infrastructure and the Local Green Network, including alongside the River Isbourne;

v. The provision of high quality public open space, including equipped play space;

vi. Contributions in full to community infrastructure needs including formal sporting facilities, health facilities, schools, allotments and transport.

B. SWDP51/2 South of Pershore Road, Hampton

Within the area identified on the Proposals Map, a sustainable, well designed urban extension will be delivered, which will include:

i. Phased delivery of around 400 homes;

ii. The provision of a new pedestrian / cycle bridge across the River Avon from Hampton to the town centre;

iii. Enhancements to Hampton Ferry;

iv. Measures to improve accessibility by pedestrian and cycle to Evesham town centre, local employment areas, schools, sports, health and community facilities;

v. Contributions in full to community infrastructure needs including formal sporting facilities, health facilities, schools, allotments and transport;

vi. Protect and enhance existing open space, Green Infrastructure and the Local Green Network;

vii. Set out high quality public open space, including equipped play space;

viii. The provision and protection of a new farm shop.

C. SWDP51/3 Vale Industrial Park, Evesham

Within the area identified on the Proposals Map to the south east of Evesham, a sustainable, well-designed extension to Vale Park will be delivered, which will include:

i. Phased delivery of approximately 20ha of B1, B2 and B8 employment land;

ii. Provision of public open space to serve as both a facility for employees and a setting for the development;

iii. A comprehensive sustainable drainage package ensuring the use of SuDS on site to minimise surface water run-off and enhance biodiversity;

iv. Appropriate boundary treatments that will respect the existing landscape and provide a natural progression to the open countryside whilst sensitively protecting views into and from the site;
v. Incorporation of the latest energy efficiency measures whilst also being influenced by local design features;

vi. Protection and enhancement of the adjacent Scheduled Ancient Monument in accordance with the requirements of the Worcestershire Archives and Archaeology service at Worcestershire County Council;

vii. Sustainable transport facilities for cycling and walking including safe and well designed footpaths and cycle paths with appropriate links to the surrounding network, including a contribution towards a new pedestrian / cycle crossing at the A46(T);

viii. Provision of public transport infrastructure including bus stops and shelters;

ix. Appropriate landscaping, screening the development from the A46 and protecting views from Longdon Hill.

Reasoned Justification

1. In order to meet Evesham's employment and housing needs as a main town with insufficient development capacity within the Development Boundary, it is considered necessary to allocate two residential urban extensions (west of Cheltenham Road and south of Pershore Road, Hampton) as well as a further extension of Vale Park to the south of the A46(T).

2. The Cheltenham Road and Pershore Road urban extensions were previously considered during the preparation of the Wychavon District Local Plan. The principal reason for their not being allocated at that time was that the housing supply target did not warrant their inclusion.
**SWDP 52: Malvern Allocations**

A. As the principal urban area and main town centre in the district, Malvern will be the focus for new development within Malvern Hills in accordance with SWDP 2.

B. New development at Malvern will enhance the economic prosperity of the town and its hinterland, particularly building on the higher technology businesses based at Malvern Technology Centre (QinetiQ) and Malvern Hills Science Park, as part of the well established science and research base in the town.

C. Within Malvern, new development will be balanced to enable new homes to be provided alongside existing and new employment opportunities.

D. Development proposals within the town will need to respect the unique and sensitive landscape setting and townscape of Malvern and accord with the requirements of SWDP policies on Green Infrastructure, the AONB and the historic environment.

E. The following sites are allocated on the Proposals Map to accommodate future development during the Plan Period. These will be delivered in accordance with the Implementation Plan.

<table>
<thead>
<tr>
<th>Policy reference</th>
<th>Site</th>
<th>Residential</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWDP52/1</td>
<td>Walsh’s Yard, Poolbrook Common Road</td>
<td>5</td>
</tr>
<tr>
<td>SWDP52/2</td>
<td>Former BMX Track, off Mayfield Road</td>
<td>59</td>
</tr>
<tr>
<td>SWDP52/3</td>
<td>Former playing fields, Green Lane, Malvern Wells</td>
<td>35</td>
</tr>
<tr>
<td>SWDP52/4</td>
<td>Homestead, Halfkey</td>
<td>6</td>
</tr>
<tr>
<td>SWDP52/5</td>
<td>Portland House, Church Street</td>
<td>15</td>
</tr>
<tr>
<td>SWDP52/6</td>
<td>Land to rear of 12 Priory Road</td>
<td>6</td>
</tr>
<tr>
<td>SWDP52/7</td>
<td>Lower Howsell Road</td>
<td>6</td>
</tr>
<tr>
<td>SWDP52/8</td>
<td>Landsdowne Crescent (former hospital site)</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Malvern Allocations Total</strong></td>
<td>147</td>
</tr>
</tbody>
</table>

**Reasoned Justification**

**Directions for growth outside the town boundary at Malvern**

1. Assessment has demonstrated that there are not sufficient urban brownfield sites to accommodate all of the development required to meet Malvern’s needs. Malvern’s urban capacity has been established at approximately 4.5ha of employment land and 147 dwellings on smaller sites, with the additional potential of 250 dwellings and 4.5ha of employment land on the QinetiQ site. In order to meet the quantum of development set out in the Development Strategy, an additional 10ha of employment land and 700 dwellings, together with associated infrastructure will need to be developed outside the existing town boundary (see separate policies SWDP 54 and SWDP 57).

**Malvern Urban Capacity**

2. A detailed site assessment has been undertaken, to understand the capacity of Malvern to accommodate the level of employment and housing development being proposed in accordance with the Development Strategy. The adopted Malvern Hills Local Plan met housing and employment allocations on previously developed land only. However, such opportunities are now
limited and consequently a detailed assessment of other potential sites has been undertaken. SWDP 52 identifies those sites within the urban area that will be brought forward for development. These are either existing brownfield sites, greenfield sites that are not considered to be essential for retention as public open space, or other green infrastructure requirements that are not protected by the Malvern Urban Green Space Strategy.

3. Development within the town will be designed to conserve the historic character of the town and protect important views to and from the Malvern Hills. New development will respect the conservation areas in terms of the pattern of existing development, height, scale, position and materials.
SWDP 53: Malvern Technology Centre (QinetiQ)

A. The site at Malvern Technology Centre (QinetiQ) is critical in terms of anchoring high technology industry at Malvern, as part of the South Worcestershire High Quality Business Corridor that runs through the area.

B. Therefore, within the area identified on the Proposals Map, a sustainable mixed-use development will be provided, including:
   i. At least 4.5ha of B1(b) (or associated) employment land;
   ii. Approximately 250 dwellings;
   iii. Open space and recreational facilities including children’s play facilities, informal open space, linking to green corridors, such as the common land to the south;
   iv. Provision of facilities to promote improved public transport to the site and new footpath and cycle routes to link to the existing built-up area.
   v. The development of this site will be subject to a masterplan that addresses:
      • vehicular access to the site through existing residential areas;
      • existing congestion in the vicinity of the current site entrances;
      • segregation of employment and housing land uses;
      • public open space;
      • other necessary on-site provision.

C. The development shall be brought forward in the following phase:
   i. Phase 2 of SWDP 2013-2019:
      • 250 dwellings, of which 100 affordable;
      • 4.5ha of employment land.

Reasoned Justification

1. Land at the Malvern Technology Centre (QinetiQ) is due to be released for further high technology-related development in the future. The site is under-utilised, in part due to out-of-date premises that are developed and occupied at a relatively low density. It is considered that these could yield greater job densities, thus helping to deliver greater economic prosperity on a smaller area of land and releasing part of the current site for additional employment uses and housing. The site owners have been pursuing a masterplan in order to rationalise the site.

2. To the north of the Malvern Technology Centre (QinetiQ) is the Malvern Hills Science Park, the potential and continued success of which is important to Malvern’s future. The limited space available for future expansion and growth and the need to provide longer-term capacity for new incubator space and grow-on capacity for existing companies seeking to develop their own purpose-built accommodation means that the land needs to be safeguarded for future business use. The District Council considers that comprehensive consideration of proposals to rationalise the existing Malvern Technology Centre (QinetiQ) site, release surplus land for mixed use development and the success of the Malvern Hills Science Park offers a real opportunity to promote a Malvern innovation and technology park in association with the mixed use allocation and enable a comprehensive approach to future access and servicing arrangements to be adopted.

3. Therefore, the allocation will be considered within the context of the adjacent areas, including the Malvern Hills Science Park to the north and possibly education land (at the Chase Academy) between the science park and the allocated area. Consideration can be given to enhance access
and connections between the two sites and rationalize vehicular movements in the area, for example through a potential land swap with the school, if appropriate.

4. The Malvern Technology Centre (QinetiQ) site is limited to B1(b) development uses; it is anticipated that it will accommodate “grow on” space for business emerging from the adjacent Malvern Hills Science Park, or will provide land for new investment into the area from high technology businesses that complement the work of Malvern Technology Centre (QinetiQ) or the Science Park. It is crucial therefore that future development at the site continues to promote inward investment as a necessary part of the research and development focus for South Worcestershire.

5. The site will deliver a new sustainable community within the existing built-up area of Malvern. The development will also deliver the following through the redevelopment of part of the existing Malvern Technology Centre (QinetiQ) employment site (based on more recent analysis of the site capacity and the suggestion that it can deliver a wider mixed use whilst still retaining its prime employment purpose):
   a. 4.5ha of B1(b) employment land, (existing allocation carried forward).
   b. Approximately 250 dwellings, based on a mix of housing types.
   c. Provision of public transport and walking / cycling infrastructure.
   d. Public Open Space.

6. Objectives:
   a. The continued success of Malvern Hills Science Park in fostering and developing innovation and technology-based companies needs to be recognised and opportunities provided for those businesses to remain in the area and to grow and expand their premises. Additional employment land, mainly based on high technology industry associated with the existing Malvern Technology Centre (QinetiQ) site and Malvern Hills Science Park, needs to be safeguarded. This will be necessary to promote economic prosperity and bolster Malvern’s location within the south Worcestershire high quality employment corridor. The redevelopment of the proposed B1(b) employment areas should also enhance potential for the sharing of facilities and facilitate improved pedestrian movement between this area and the Science Park to create a broader-based innovation campus.
   b. To provide a highly sustainable brownfield site, allowing for more efficient use of the existing QinetiQ site and providing a mixed-use development that enables people to live near local services and community facilities in Barnards Green and Great Malvern town centre.
   c. Given the relatively constrained nature of the site within a primary residential area, a comprehensive approach to the redevelopment of the new and retained employment site is required to consider the associated access and traffic issues, in order to minimise any adverse impact from future developments. Such future development may require the exchange or relocation of Chase Academy’s existing playing fields, to maximise the benefits for the site and the adjoining uses.
   d. To provide sustainable transport choices for walking and cycling to access nearby local facilities such as schools, health facilities and shops. Public transport to and from the site serves Great Malvern and Malvern Link stations as well as the surrounding urban area. A network of footpaths from the site allows access to the existing built up part of Malvern.
   e. To provide a development that is constructed to high design and energy efficiency standards.
A. An additional 4.5ha of land at Blackmore Park will be allocated for B1, B2 and B8 employment uses, as shown on the Proposals Map. In particular, development proposals for quality workspace that promotes the use of green technology will be encouraged.

B. A masterplan for the site will be developed with the landowners. This should take full account of landscape issues and maximise the value of the existing woodland to the south.

Reasoned Justification

1. There are a number of important employment sites within Malvern, with a particular concentration on technology and research at the Malvern Hills Science Park and the Malvern Technology Centre (incorporating QinetiQ). The Employment Land Review identified the need for further employment land allocations within Malvern to facilitate the area’s economic prosperity and job creation throughout the plan period.

2. Blackmore Park is an existing employment site and currently has permission for expansion for employment uses. It is a brownfield site located within 1.5 miles of Malvern town centre and the landowners continue to promote and improve it for employment uses. It is proposed through the SWDP that the site is extended onto adjacent land that is part residual brownfield land and part greenfield land.

3. Access to the site and its infrastructure has been substantially improved in recent years. Planning permission was granted for approximately 84,000 square metres (275,000ft²) of mixed use business space and a 1,800 square metres (6,000ft²) high-technology workspace unit has now been completed. The permission included a large Combined Heat and Power facility for the site and on-going discussions with the landowners have confirmed that the role of the park as an exemplar for green technology would generally be supported.

4. The Employment Land Review includes the requirement for an additional 4.5ha of employment land at Blackmore Park. The area to the west of the current site that includes some of the existing (brownfield) elements of Blackmore Park forms a substantial element of this additional allocation.

5. It is considered that allocating further land for employment uses at this location will help to boost Malvern’s employment offer through providing space for local companies with links to the agricultural sector such as environmental technologies and low carbon businesses, food and drink uses. The site’s proximity to the Three Counties Showground would particularly benefit such companies. The area may also accommodate other B2 employment uses that would not be appropriately located on the high technology sector land at Malvern Technology Park.

6. The site is located near to the Malvern Hills Area of Outstanding Natural Beauty and therefore landscape issues will be of particular importance. In particular the edge of any new development will be controlled, to maintain the gap between Blackmore Park and the Three Counties Showground and protect Langdale Wood, an important ecological site to the south.
SWDP 55: Three Counties Showground

A. Land at the Three Counties Showground is allocated for agriculture, horticulture, equestrianism and other countryside-related uses. A Masterplan for the site will be developed with the landowners. In particular, account will be taken of the location of the showground within the important landscape setting of the Malvern Hills Area of Outstanding Natural Beauty.

B. The development and redevelopment of facilities and infrastructure directly related to the operation of the Three Counties Showground will be permitted where:
   i. The use would not be more appropriately related in town centre locations, as outlined in SWDP 8 and SWDP 9;
   ii. The scale, form, design and location of any buildings and infrastructure will not harm the natural beauty of the landscape; and
   iii. Proposals can be accommodated on the existing road structure and will include measures to increase access to the site by sustainable forms of transport such as public transport, cycling, walking and links to Park and Ride facilities.

C. Proposals for development beyond the area identified on the Proposals Map will be considered in accordance with other policies in the SWDP that seek to control development in the open countryside and respect the sensitive landscape. In general, any additional small-scale development should demonstrate that it cannot be located within the existing allocated site.

Reasoned Justification

1. The Three Counties Showground is a large events venue on the outskirts of Malvern, home to the Three Counties Agricultural Society. It hosts exhibitions and leisure events throughout the year, generally related to agriculture, horticulture, equestrianism and other countryside pursuits. The site should be retained to allow for continuation of its role as a rural showground and to enhance its tourism and economic role, whilst allowing careful consideration of development in the context of its important landscape setting within the Malvern Hills Area of Outstanding Natural Beauty.

2. The Three Counties Showground is of great economic importance to Malvern Hills District and the wider economy, being a prime tourism venue within Worcestershire. It has managed to remain in operation despite other similar county venues declining and the partner authorities wish to support its role. However, this must be balanced by careful consideration of the highly visible and sensitive Area of Outstanding Natural Beauty landscape in which it is situated. Malvern Hills District Council has worked closely with the Three Counties Agricultural Society towards building a masterplan and vision for the site that will allow for its continued success whilst having regard for its impact on the landscape, local residential amenity, infrastructure and services. It is recognised that some of the buildings / structures on the site can be improved, which will be to the benefit of the Agricultural Society and may also lessen the visual impact of the site in its setting at the foot of the Malvern Hills. Opportunities for enhancement of the Green Infrastructure of the site and associated landholding will be important and will be considered in the context of the Green Infrastructure policy, SWDP 5.

3. The objectives for any further development on the Three Counties Showground site will, wherever possible, be to rationalise existing and suitable buildings and structures, reduce as far as possible the overall impact of new buildings and structures and seek to consolidate built development within the eastern boundary of the allocated site.
SWDP 56: Development at north east Malvern

A. Within the area of north east Malvern, as identified on the Proposals Map, approximately 51ha (gross) of land are allocated for a sustainable, mixed-use urban extension.

B. Development within this area will incorporate the following elements:
   i. 10ha of employment-generating uses;
   ii. 700 dwellings to be phased in accordance with the Implementation Plan;
   iii. Community infrastructure including a primary school, a community hall, a cemetery and police post;
   iv. Green Infrastructure to provide public open space, including play space, informal recreation areas and allotments and to facilitate the physical and visual separation from the settlement of Newland;
   v. Facilities to promote sustainable transport use for public transport and facilities for safe pedestrian and cycle routes linking to local shops, including the Malvern retail park, employment areas, health care, education and Malvern Link Station;
   vi. Neighbourhood shopping facilities.

C. A comprehensive masterplan will be required for the site and will need to address the following:
   i. The potential to enhance the area as a gateway entrance into Malvern, by allowing access from Townsend Way roundabout along the site's boundary with the A449;
   ii. The layout and access arrangements associated with the proposed development should not prejudice future potential routes to the north of the railway line and connection to the B4503 (Leigh Sinton Road);
   iii. A Green Infrastructure concept plan will be drawn up to show how the overall setting of the site will be respected, avoiding coalescence, with the clear separation of new development from the nearby settlement of Newland and giving options for the provision of a wide range of open space uses;
   iv. The need to mitigate impacts and enhance landscape and conservation issues including the impact on the adjacent Newland Conservation Area and nearby listed buildings;
   v. The retention of long-distance views to and from the Malvern Hills across parts of the site;
   vi. A requirement to show how the site can be connected to and integrated with existing development, for example at the Royal Estates, through appropriate footpath and cycle links and through opportunities for regeneration.

D. The development shall be brought forward in phases, as follows:
   i. Phase 2 of SWDP 2013-2019:
      • 220 dwellings, of which 100 affordable.
      • 10ha of employment land.
   ii. Phase 3 of SWDP 2019-2030:
      • 480 dwellings, of which 180 affordable.

Reasoned Justification
1. Development to the north-east of Malvern will form an urban extension adjoining the built-up area of the town. There will be access to existing facilities and services within Malvern but there will also be specific requirements on the site itself for the following:
   a. Provision of approximately 10ha of employment land.
   b. Approximately 700 dwellings.
   c. Primary school, community centre, cemetery land and a police post.
   d. A network of green spaces including playing fields, children’s play facilities, allotments and green corridors.
   e. Enabling efficient public transport, cycling and walking with appropriate links to local shops, secondary schools and further education facilities and other services within Malvern as well as out to the countryside.
   f. A specific Green Infrastructure concept plan for the site will be prepared and will need to be taken into account during the masterplanning process.

Site Description

2. The site is approximately 51ha gross in area, although it is envisaged that the built form of development on the site will utilise considerably less land than this, being able to deliver a significant amount of Green Infrastructure and open space uses. Fields and gardens back on to Stocks Lane from the boundary to the north and east. The A449 meets the site boundaries in the south east. The site boundaries allow space for a large landscape buffer zone to the north and east to protect the setting of Newland village and the existing Newland Conservation Area. To the north-west the railway forms a strong physical and visual boundary. To the south, the boundary is the Council Depot and recycling plant.

3. To allow consideration of sufficient space for vehicular and cycle access to the site, direct access to the A449 from the south will provide the principal vehicular access to the site. Future consideration should also be given to the enhancement of this area as a key gateway into the town, through the rationalisation of adjacent land uses.

4. The south-west site boundary lies adjacent to the former allotment site off Lower Howsell Road, excluding existing properties on the road frontage. It provides a strong and visual site boundary. Consideration will be given to the inclusion of the former allotment site in the context of the larger development site.

Objectives

5. The main objective of the urban extension to Malvern will be to create a new community in the form of a highly sustainable development designed to complement the important landscape setting of the area and enhance its location as a gateway to Malvern, allowing wherever possible long-distance views of the Malvern Hills for residents and passers-by. The future development is intended to incorporate:
   a. 10ha of employment land and buildings in a location that is attractive to business interests – retaining local businesses and attracting new investment into the area. This will offer employment opportunities for local residents.
   b. Provision of open space including play and kick-about areas, allotments and natural grassland and woodland to create an informal environment for local people to relax in, as well as corridors for the movement of wildlife.
   c. Measures to maintain the amenity of the historic development at Newland and Madresfield and protect their independent character.
d. Provide residents with easy access to education and employment opportunities, shopping and community facilities in Malvern through a choice of transport modes. They can travel further afield through the provision of regular bus services to Malvern and Worcester on the A449, or access the Park and Ride facility available from Malvern Link Station.

e. Provision of cemetery land to serve the town as a whole.
SWDP 57: Tenbury Wells Allocations

A. As the main urban settlement in the north-west part of Malvern Hills District, Tenbury Wells will be the focus for a degree of new housing and commercial growth, in accordance with SWDP 2. New development will enhance the economic role of the town and contribute in part to affordable housing needs and services. Regeneration of the town centre will help to support the retail and tourist economy and provide employment opportunities.

B. Development at Tenbury Wells is likely to be limited due to floodplain, landscape and access issues. Opportunities are available to enhance the riverside and town centre retail offer through the redevelopment of the former cattle market site, the subject of a recent resolution to grant planning permission for retail, riverside walk and car parking uses.

C. The following sites are allocated to accommodate future development during the plan period, as shown on the Proposals Map:

<table>
<thead>
<tr>
<th>Policy Reference</th>
<th>Site</th>
<th>Employment / Commercial</th>
<th>Indicative Number of Dwellings</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWDP57/1</td>
<td>Land opposite Morningside</td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>SWDP57/2</td>
<td>Land at The Haven, Oldwood Road</td>
<td></td>
<td>40</td>
</tr>
<tr>
<td></td>
<td><strong>Tenbury Wells Allocations - Total</strong></td>
<td></td>
<td>70</td>
</tr>
<tr>
<td>SWDP57/3</td>
<td>Former Cattle Market Site, Teme Street(^{65})</td>
<td></td>
<td>0.88ha</td>
</tr>
</tbody>
</table>

D. Employment development at Tenbury Wells will be limited to meeting local needs. No specific allocations are put forward, although the continued implementation of the Tenbury Business Park is supported, as is the commercial redevelopment of the former cattle market site.

E. All development must have regard to the important heritage and landscape setting of the town in design proposals.

Reasoned Justification

Town Centre Regeneration Allocation

1. A resolution to grant planning permission has recently been taken by Malvern Hills District Council for redevelopment of the former Cattle Market site for a retail store, car parking and riverside walkway. This should enhance the environment of that part of the conservation area, adjacent to the main shopping area and river and provide additional employment opportunities and leisure walks along the river frontage.

Tenbury Wells Urban Capacity

\(^{65}\) Resolution to grant planning permission for retail store and associated development, but permission not yet issued.
2. A detailed site assessment has been undertaken to inform the capacity of Tenbury Wells to accommodate the housing growth in accordance with the Development Strategy. This policy sets out the sites that will be brought forward to provide for development.
SWDP 58: Upton upon Severn Allocations

A. Development at Upton upon Severn is likely to be limited due to severe flood risk and landscape and access issues. The settlements of Holly Green and Tunnel Hill will be the focus for housing and commercial development to serve the needs of these settlements and Upton upon Severn, in accordance with policy SWDP 2. New development will help provide a mix of housing sizes and tenures to meet local housing needs, including the need for affordable housing.

B. The following site is allocated on the Proposals Map to support future development for housing during the plan period:

<table>
<thead>
<tr>
<th>Policy Reference</th>
<th>Site</th>
<th>Employment / commercial</th>
<th>Indicative number of Dwellings</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWDP58/1</td>
<td>Land at Sunny Bank Meadow, Holly Green</td>
<td>0</td>
<td>25</td>
</tr>
</tbody>
</table>

Upton upon Severn Allocations - Total 25

C. In addition, a further 75 dwellings are allocated to the broad location of the Upton upon Severn, Holly Green / Ryall and Tunnel Hill area, the exact sites to be determined through neighbourhood planning.

D. Commercial development at Upton Marina for boating and recreational uses associated with tourism is supported and encouraged.

Reasoned Justification

1. There are no urban capacity sites suitable for future housing development within or immediately adjacent to the town because the whole town is surrounded by the floodplain. Although Tunnel Hill, Holly Green and Ryall are Category 3 settlements, they have strong links with Upton upon Severn and therefore it is considered that it would be appropriate for them to accommodate some of the local housing needs identified in the town. Although a site at Holly Green is considered deliverable and is therefore allocated above, there are currently no other sites considered to be deliverable at this stage. Analysis of sites put forward through the Strategic Housing Land Availability Assessment has shown limited availability of appropriate sites in both Tunnel Hill to the west and in Holly Green on the north-east side of the river.

2. It is considered that a figure of approximately 100 dwellings is appropriate to meet the needs of the town over the plan period. Thus, an additional 75 dwellings are proposed at Upton as a broad location; the exact sites are to be determined through a Neighbourhood Plan. If sites cannot be brought forward through a Neighbourhood Plan, the District Council will produce an Area Action Plan for the Upton area later in the plan period to ensure this level of housing development is delivered.

3. Currently, no sites are allocated for employment uses as it is considered that support for the existing commercial and retail economy and scope for further expansion of the marina (in line with current permissions) and associated tourism will help the local jobs market. Policies SWDP 8, 9 and 10 support the town centre retail and commercial uses.
SWDP 59: Category 1 Village Allocations

A. The Category 1, 2 and 3 villages are the most sustainable in respect of the provision of local services. The proposed allocations (shown on the Proposals Map) reflect the extent of local service provision (Village Facilities and Rural Transport Study), the size of the settlement and the availability of suitable land (Strategic Housing Land Availability Assessment).

B. In addition to the allocations\(^6\), new housing for Category 1, 2 and 3 settlements will be restricted to:

i. “Windfall” sites, i.e. non-allocated development within development boundaries, as set out on the Proposals Map, where it is supportive of other plan policies;

ii. Local initiatives including Neighbourhood Plans, Community Right to Build Orders and Neighbourhood Development Orders;

iii. Affordable housing schemes (see SWDP 16 Rural Exception Sites).

Table 25: Category 1 village allocations

<table>
<thead>
<tr>
<th>Policy Reference</th>
<th>Category 1 Village</th>
<th>Location</th>
<th>Indicative number of dwellings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malvern Hills Villages</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SWDP59/1</td>
<td>Abberley Common</td>
<td>The Orchard, Abberley Common</td>
<td>6</td>
</tr>
<tr>
<td>SWDP59/2</td>
<td>Abberley Common</td>
<td>Land west of Apostle Oak Cottage, Abberley Common</td>
<td>10</td>
</tr>
<tr>
<td>SWDP59/3</td>
<td>Clifton upon Teme</td>
<td>Land at Hope Lane</td>
<td>30</td>
</tr>
<tr>
<td>SWDP59/4</td>
<td>Great Witley</td>
<td>Land adjacent to the Primary School</td>
<td>23</td>
</tr>
<tr>
<td>SWLP59/5</td>
<td>Hallow</td>
<td>Land north of Orchard Close</td>
<td>46</td>
</tr>
<tr>
<td>SWLP59/6</td>
<td>Hanley Swan</td>
<td>Land between School and Westmere</td>
<td>20</td>
</tr>
<tr>
<td>SWDP59/7</td>
<td>Hanley Swan</td>
<td>Land at Yew Tree Farm</td>
<td>20</td>
</tr>
<tr>
<td>SWDP59/8</td>
<td>Kempsey</td>
<td>Land adjacent to the Lawns including Bight Farm (combined / extended sites)</td>
<td>138</td>
</tr>
<tr>
<td>SWDP59/9</td>
<td>Lower Broadheath</td>
<td>Land to the west of Bell Lane / south of Martley Road</td>
<td>40</td>
</tr>
<tr>
<td>SWDP59/10</td>
<td>Lower Broadheath</td>
<td>Peachley Court Farm, Peachley Lane</td>
<td>6</td>
</tr>
<tr>
<td>SWDP59/11</td>
<td>Lower Broadheath</td>
<td>Strand Cottages, Peachley Lane</td>
<td>6</td>
</tr>
<tr>
<td>SWDP59/12</td>
<td>Martley</td>
<td>Land adjacent to the Crown (combined sites)</td>
<td>51</td>
</tr>
</tbody>
</table>

\(^6\) Allocations still require planning permission. The principle of housing development is acceptable but proposals still need to satisfy more detailed plan policies, in particular SWDP 21 – Design.
### SWDP59/13 - Welland
Land adjacent to the Pheasant Inn | 10
---|---

**Malvern Hills Category 1 Villages Total** | 406

### Wychavon Villages

<table>
<thead>
<tr>
<th>Reference</th>
<th>Location</th>
<th>Description</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWDP59/14</td>
<td>Badsey</td>
<td>Land off Banks Road</td>
<td>30</td>
</tr>
<tr>
<td>SWDP59/15</td>
<td>Bredon</td>
<td>Land to the rear of Oak Lane and land east of Bredon Fruit Farm, Oak Lane</td>
<td>24</td>
</tr>
<tr>
<td>SWDP59/16</td>
<td></td>
<td>Not used</td>
<td></td>
</tr>
<tr>
<td>SWDP59/17</td>
<td>Broadway</td>
<td>Land to the east of Kingsdale Road</td>
<td>12</td>
</tr>
<tr>
<td>SWDP59/18</td>
<td>Broadway</td>
<td>Land west of Leamington Road</td>
<td>59</td>
</tr>
<tr>
<td>SWDP59/19</td>
<td>Broadway</td>
<td>Land adjacent Station Road</td>
<td>65</td>
</tr>
<tr>
<td>SWDP59/20</td>
<td>Hartlebury</td>
<td>Land west of Worcester Road</td>
<td>100</td>
</tr>
<tr>
<td>SWDP59/21</td>
<td>Honeybourne</td>
<td>Land between High Street and Weston Road</td>
<td>75</td>
</tr>
<tr>
<td>SWDP59/22</td>
<td>Inkberrow</td>
<td>Land off Stonepit Lane / land east of Withybed Lane (combined / extended site)</td>
<td>100</td>
</tr>
<tr>
<td>SWDP59/23</td>
<td>Offenham</td>
<td>Land off Main Street</td>
<td>30</td>
</tr>
<tr>
<td>SWDP59/24</td>
<td>Offenham</td>
<td>Laurels Avenue</td>
<td>19</td>
</tr>
<tr>
<td>SWDP59/25</td>
<td>Ombersley</td>
<td>The Racks (east)</td>
<td>14</td>
</tr>
<tr>
<td>SWDP59/26</td>
<td>Ombersley</td>
<td>Land north of Woodhall Lane</td>
<td>25</td>
</tr>
<tr>
<td>SWDP59/27</td>
<td>Wychbold</td>
<td>Crown Lane</td>
<td>60</td>
</tr>
</tbody>
</table>

**Wychavon Category 1 Villages total** | 613

---

67 Site has been granted planning permission but not yet started

68 The development of the site is caveated by the fact that no built development can occur in the flood risk areas and this may affect development density. Within the area identified on the Proposals Map a sustainable, well-designed mixed use site is sought, incorporating community facilities, new car and coach parking, enhancement and protection of the existing nature reserve and housing of up to 65 units with the following requirements:

- Residential development will only be permitted to the south eastern edge of the site with recreational uses to the south west abutting existing built development.
- A land exchange with the Football Club must be legally agreed prior to any development taking place on the site.
- Measures for enhancement and protection of the Nature Reserve will be agreed with Worcestershire Wildlife Trust and any mitigation methods implemented and an adequate buffer between any built development and the nature reserve will must be provided.
- A detailed site layout will be agreed with relevant parties to ensure that community facilities will be provided in accordance with the needs identified by the village.
- A comprehensive sustainable drainage package will be required, ensuring the use of SUDS on site to minimise surface water run-off and enhance biodiversity and providing any other flood mitigation measures that may be required.

69 Site has been granted planning permission but not yet started

70 Site has been granted planning permission but not yet started
**SWDP 60: Category 2 Village Allocations**

A. The Category 1, 2 and 3 villages are the most sustainable in respect of the provision of local services. The proposed allocations (shown on the Proposals Map) reflect the extent of local service provision (Village Facilities and Rural Transport Study), the size of the settlement and the availability of suitable land (Strategic Housing Land Availability Assessment).

B. In addition to the allocations, new housing for Category 1, 2 and 3 settlements will be restricted to:
   1. “Windfall” sites, i.e. non-allocated development within development boundaries (where defined), as set out on the Proposals Map, where it is supportive of other plan policies;
   2. Local initiatives including Neighbourhood Plans, Community Right to Build Orders and Neighbourhood Development Orders;
   3. Affordable housing schemes (see SWDP 16 - Rural Exception Sites).

Table 26: Category 2 village allocations

<table>
<thead>
<tr>
<th>Policy Reference</th>
<th>Category 2 Village</th>
<th>Location</th>
<th>Indicative number of dwellings</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWDP60/1</td>
<td>Bayton</td>
<td>Land adjoining Severne Green</td>
<td>5</td>
</tr>
<tr>
<td>SWDP60/2</td>
<td>Broadwas</td>
<td>Land adjacent school</td>
<td>10</td>
</tr>
<tr>
<td>SWDP60/3</td>
<td>Callow End</td>
<td>Wheatfield Court</td>
<td>15</td>
</tr>
<tr>
<td>SWDP60/4</td>
<td>Clows Top</td>
<td>Land adjacent Highbrae</td>
<td>17</td>
</tr>
<tr>
<td>SWDP60/5</td>
<td>Powick and Collett’s Green</td>
<td>Former allotments, Winsmore</td>
<td>30</td>
</tr>
<tr>
<td>SWDP60/6</td>
<td>Rushwick</td>
<td>Land at Claphill Lane</td>
<td>23</td>
</tr>
<tr>
<td>SWDP60/7</td>
<td>Rushwick</td>
<td>Land at Old Bransford Road</td>
<td>20</td>
</tr>
<tr>
<td>SWDP60/8</td>
<td>Rushwick</td>
<td>Land adjacent Upper Wick Lane</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Malvern Hills Category 2 Villages Total</td>
<td>135</td>
</tr>
<tr>
<td>SWDP60/9</td>
<td>Ashton under Hill</td>
<td>Station Road</td>
<td>6</td>
</tr>
<tr>
<td>SWDP60/10</td>
<td>Ashton under Hill</td>
<td>Elmley Road</td>
<td>12</td>
</tr>
<tr>
<td>SWDP60/11</td>
<td>Bretforton</td>
<td>Land north of Station Road</td>
<td>48</td>
</tr>
<tr>
<td>SWDP60/12</td>
<td>Bretforton</td>
<td>Ivy Lane(^{72})</td>
<td>20</td>
</tr>
</tbody>
</table>

\(^{71}\) Allocations still require planning permission. The principle of housing development is acceptable but proposals still need to satisfy more detailed plan policies, in particular SWDP 21 – Design.

\(^{72}\) Site has been granted planning permission but not yet started.
<table>
<thead>
<tr>
<th>Document No.</th>
<th>Place Name</th>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWDP60/13</td>
<td>Cropthorne</td>
<td>Land off Field Barn Lane</td>
<td>6</td>
</tr>
<tr>
<td>SWDP60/14</td>
<td>Drakes Broughton</td>
<td>Land south of B4084</td>
<td>50</td>
</tr>
<tr>
<td>SWDP60/15</td>
<td>Eckington</td>
<td>Land to the north of Russell Drive, Pershore Road</td>
<td>20</td>
</tr>
<tr>
<td>SWDP60/16</td>
<td>Fernhill Heath</td>
<td>Dilmore Lane / Station Road&lt;sup&gt;73&lt;/sup&gt;</td>
<td>120</td>
</tr>
<tr>
<td>SWDP60/17</td>
<td>Fladbury</td>
<td>Land off Broadway Lane, adjacent Grey Lyn</td>
<td>7</td>
</tr>
<tr>
<td>SWDP60/18</td>
<td>Flyford Flavell</td>
<td>Land east of Boot Inn, Radford Rd&lt;sup&gt;74&lt;/sup&gt;</td>
<td>12</td>
</tr>
<tr>
<td>SWDP60/19</td>
<td>Harvington</td>
<td>Land adjacent to Crest Hill</td>
<td>5</td>
</tr>
<tr>
<td>SWDP60/20</td>
<td>Overbury</td>
<td>Site adjacent Wine Acres</td>
<td>8</td>
</tr>
<tr>
<td>SWDP60/21</td>
<td>Pinvin</td>
<td>Land rear of Green End, Pinvin</td>
<td>5</td>
</tr>
<tr>
<td>SWDP60/22</td>
<td>Pinvin</td>
<td>Land adjacent The Workshop and Uplands</td>
<td>14</td>
</tr>
<tr>
<td>SWDP60/23</td>
<td>Pinvin</td>
<td>Land north of The Green</td>
<td>20</td>
</tr>
<tr>
<td>SWDP60/24</td>
<td>Sedgeberrow</td>
<td>Land off Main Street</td>
<td>12</td>
</tr>
<tr>
<td>SWDP60/25</td>
<td>Sedgeberrow</td>
<td>Winchcombe Road</td>
<td>8</td>
</tr>
<tr>
<td>SWDP60/26</td>
<td>South Littleton</td>
<td>Land between Long Hyde Road and Station Road</td>
<td>20</td>
</tr>
<tr>
<td>SWDP60/27</td>
<td>South Littleton</td>
<td>Land at Shine Hill</td>
<td>6</td>
</tr>
<tr>
<td>SWDP60/28</td>
<td>Upton Snodsbury</td>
<td>Garage site off A422 and land to the rear</td>
<td>16</td>
</tr>
</tbody>
</table>

Wychavon Category 2 Villages total: 415

<sup>73</sup> Allocation to include land for a new primary school (delivery will be dependent on additional housing development brought forward either through neighbourhood planning or the review of the SWDP in 2019 – 20).

<sup>74</sup> Allocation to include an area of Public Open Space / Village Green.
SWDP 61: Category 3 Village Allocations

A. The Category 1, 2 and 3 villages are the most sustainable in respect of the provision of local services. The proposed allocations (shown on the Proposals Map) reflect the extent of local service provision (Village Facilities and Rural Transport Study), the size of the settlement and the availability of suitable land (Strategic Housing Land Availability Assessment).

B. In addition to the allocations\(^75\), new housing for Category 1, 2 and 3 settlements will be restricted to:

- i. “Windfall” sites, i.e. non-allocated development within development boundaries (where defined), as set out on the Proposals Map, where it is supportive of other plan policies;
- ii. Local initiatives including Neighbourhood Plans, Community Right to Build Orders and Neighbourhood Development Orders;
- iii. Affordable housing schemes (see SWDP 16 - Rural Exception Sites).

Table 27: Category 3 village allocations

<table>
<thead>
<tr>
<th>Policy Reference</th>
<th>Category 3 Village</th>
<th>Location</th>
<th>Indicative number of dwellings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Malvern Hills Villages</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SWLDP61/1</td>
<td>Alfrick</td>
<td>East of Chapel Meadow</td>
<td>13</td>
</tr>
<tr>
<td><strong>Malvern Hills Category 3 Villages Total</strong></td>
<td></td>
<td></td>
<td>13</td>
</tr>
<tr>
<td><strong>Wychavon Villages</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SWDP61/2</td>
<td>Bishampton</td>
<td>Land west of Main Street</td>
<td>6</td>
</tr>
<tr>
<td>SWDP61/3</td>
<td>Conderton</td>
<td>Land at Conderton Close</td>
<td>6</td>
</tr>
<tr>
<td>SWDP61/4</td>
<td>Crowle</td>
<td>Land opposite village hall off Church Road(^76)</td>
<td>25</td>
</tr>
<tr>
<td>SWDP61/5</td>
<td>Defford</td>
<td>Land rear of Railway Inn, Main Street</td>
<td>5</td>
</tr>
<tr>
<td>SWDP61/6</td>
<td>Defford</td>
<td>Upper Street Road</td>
<td>6</td>
</tr>
<tr>
<td>SWDP61/7</td>
<td>Defford</td>
<td>Adjacent to Defford First School, Church Lane</td>
<td>5</td>
</tr>
<tr>
<td>SWDP61/8</td>
<td>Hanbury</td>
<td>Site between Pavement Cottage and Nightingales on B4090</td>
<td>9</td>
</tr>
<tr>
<td>SWDP61/9</td>
<td>Himbleton</td>
<td>Harrow Lane</td>
<td>6</td>
</tr>
<tr>
<td>SWDP61/10</td>
<td>Kemerton</td>
<td>Land at Parks Farm, Jobs Lane</td>
<td>9</td>
</tr>
<tr>
<td>SWDP61/11</td>
<td>Lower Moor</td>
<td>Land south of Blacksmith Lane</td>
<td>10</td>
</tr>
<tr>
<td>SWDP61/12</td>
<td>North and</td>
<td>Land adjacent Blake’s Hill</td>
<td>10</td>
</tr>
</tbody>
</table>

\(^75\) Allocations still require planning permission. The principle of housing development is acceptable but proposals still need to satisfy more detailed plan policies, in particular SWDP 21 – Design.

\(^76\) Site has been granted planning permission but not yet started
<table>
<thead>
<tr>
<th>Location</th>
<th>Villages</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle Littleton</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>SWDP61/13</td>
<td>Pebworth Honeybourne Road</td>
<td>10</td>
</tr>
<tr>
<td>SWDP61/14</td>
<td>Tibberton Land adjacent to Bridge Inn, Foredraught Lane</td>
<td>5</td>
</tr>
<tr>
<td>SWDP61/15</td>
<td>Tibberton Land to the rear of Hawthorn Rise77</td>
<td>15</td>
</tr>
<tr>
<td>SWDP61/16</td>
<td>Whittington Lane at Walkers Lane78</td>
<td>17</td>
</tr>
<tr>
<td>Wychavon Category 3 Villages Total</td>
<td></td>
<td>144</td>
</tr>
</tbody>
</table>

**Reasoned Justification:**

1. Approximately 46% of the population lives outside the urban areas, predominantly in villages. Whilst the development strategy focuses development on the urban areas, there are clearly substantial unmet rural housing needs. The Taylor Report (2009) advocated some planned growth in rural areas as did the West Midlands Regional Spatial Strategy. The relative sustainability of rural settlements is assessed by the Village Facilities and Rural Transport Survey.

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77 Low rise development only.
78 Site has been granted planning permission but not yet started.
SWDP 62: Implementation.

A. **SWDP 62/1:** Planning obligations through Section 106 agreements will continue to provide funding to mitigate negative impacts relating to specific developments. A S106 SPD will be produced for this purpose to be used in conjunction with the Community Infrastructure Levy schedule.

B. **SWDP 62/2:** Progress on the delivery of the SWDP will be reviewed at intervals throughout the Plan period with the first review to take place by 2019.

Reasoned justification

1. This policy focuses on the successful delivery of new development in the period until 2030, in line with the vision, aims and objectives of the SWDP and co-ordinated with strategic infrastructure provision.

2. The successful implementation of the local plan will depend on the actions and contributions of a wide range of organisations and bodies including the private, public and third sectors. The partner authorities and the county council will have an important role to play in such areas as planning applications, infrastructure and economic development, lobbying for resources, transport, education and coordination. However, councils have limited resources and the delivery of the SWDP will be largely dependent on private sector funding. It will only be through effective working with key agencies, the private sector and developers that new development and regeneration will take place. This includes all types of housing, employment, retail and many community uses, supported by infrastructure such as water and drainage, utilities, education, play areas, sports provision, highway improvements and transport.

**Delivery and funding:**

3. The south Worcestershire planning authorities in partnership with Worcestershire County Council have tested the SWDP policies and proposals (where appropriate) to ensure they will not undermine economic prosperity or development viability. The work to assess viability is discussed later in this section.

4. New development cannot be delivered without the involvement of a number of other bodies, both public and private, from large private utility companies and public health bodies to smaller locally-based bodies such as town and parish councils and voluntary groups. The partner authorities and county council have progressed an Infrastructure Delivery Plan, which has focussed on identifying planned or required physical, green and social infrastructure at a detailed level. Through this process, gaps in expenditure or provision have been identified. This has enabled specific responsibilities and priority community infrastructure requirements to be linked to planned development in the area.

5. The local planning authorities will engage actively and closely with the private sector, including the Worcestershire Local Enterprise Partnership, to deliver the objectives of the SWDP, in translating these objectives into positive outcomes for the whole community. This engagement could be achieved through strategic planning performance agreements, or other appropriate arrangements incorporating regular meetings with landowners / developers, infrastructure and service providers and other key stakeholders. Close partnership working will enable the phasing of development, associated infrastructure and funding (through developer contributions) to come forward in a co-ordinated way.

6. The South Worcestershire Development Plan embraces the Development Management approach to planning from the stages of early site promotion through to practical delivery. Building a consensus between the planning authorities and site owners on development principles through a development brief or masterplan will help to minimise development risk and allow sites to be
Developed in a more appropriate and timely manner. Developers and their agents will be encouraged to enter into pre-application discussions with the planning authorities as well as undertaking early community engagement to ensure that their proposals are supportive of the SWDP and the requirements set out in each authority’s Statement of Community Involvement are fulfilled.

7. Developers will be required to contribute towards providing and enhancing strategic infrastructure through the Community Infrastructure Levy. This is discussed in more detail in SWDP 7, but a Community Infrastructure Levy Charging Schedule is just one potential source of funding for the range of infrastructure that will be required to deliver the SWDP.

8. CIL is being developed and consulted on in parallel with the local plan but can only be adopted after the adoption of the local plan. CIL will be applicable to each south Worcestershire district with the aim of achieving adoption in 2014. The development of the CIL has regard to development viability and will, as a mandatory charge on all development (with a limited number of exceptions) be set at a level that does not undermine development viability. Clearly this is a challenge, particularly in the current economic climate and the Community Infrastructure Levy guidance (as revised) requires a balance to be struck between the requirement for necessary infrastructure and the viability of development.

9. The Infrastructure Delivery Plan (SWDP 7) identifies physical, social and green infrastructure including those requirements that are cross-boundary and whilst each individual district will be the charging authority for the Community Infrastructure Levy, the pooling of such resources are likely to be necessary in order to effectively deliver cross-boundary infrastructure such as the southern link road improvements and continuing collaboration between the partner authorities and the county council will be required in order to ensure a planned approach to the delivery of that infrastructure.

10. The economic conditions underpinning development viability will change over the plan period and CIL is required to take a longer term view to 2030 but will be reviewed at regular intervals throughout the plan period in order to take account of economic fluctuations.

11. Planning obligations through Section 106 agreements will continue to provide funding to mitigate negative impacts relating to a specific development such as highways, recreational facilities, education, health or affordable housing. CIL will need to complement and not duplicate planning obligations.

12. Other sources of public funding to support the delivery of the SWDP will include government funding such as New Homes Bonus, Regional Growth Fund, Growing Places Fund and Get Britain Building programme. This is considered in more detail in SWDP 7.

Governance

Background

13. Work on the SWDP began in 2006 when White Young Green produced a report on urban capacity in Worcester, outlining options for how the future growth requirements of the city that could not be accommodated within the administrative boundaries could be accommodated elsewhere. Three council members from the districts of Malvern Hills, Wychavon and Worcester came together in 2007 to oversee, advise and support the SWDP process and became known as the South Worcestershire Joint Advisory Panel (SWJAP).

14. Member representation from each of the local authorities increased from 3 to 5 in 2012, together with senior representation from Worcestershire County Council, to ensure that each of the councils had access to information in relation to the SWDP process and content and could advise accordingly. The Panel is chaired on a rotating basis by each of the partner authorities.
15. SWJAP is supported by an officer group made up of officers and managers from each district and the county council and coordination is undertaken by a Programme Manager.

16. Decision-making is still undertaken by each of the partner authorities on the basis that the SWDP can only go forward if their formal approval is given.

17. The partner authorities pooled their budgets to fund the SWDP work and this included paying for research, studies, consultation, advice and additional capacity.

18. The work on the SWDP feeds into and is informed by some of the key strategic partnerships in the county, including the Place Shaping Group and the Local Enterprise Partnership.

Progress to date

19. The SWJAP and working relationships between the partner authorities and the county council has provided an effective mechanism to oversee and ensure the progress of the SWDP over the past 5 years. They have provided an effective mechanism for partnership working to deliver a policy and development framework for growth.

20. During that time the partnership has worked together to address a number of challenges presented by changes to the national planning system and the updating of evidence, resulting in delays and revisions to the SWDP itself. However, despite these challenges and changes, the partner authorities have achieved consensus on a number of difficult decisions, kept the SWDP on track and intend to reach adoption by the end of 2013.

21. Funding has been successfully secured to support the development of the SWDP, to project manage the SWDP and undertake studies and consultation to support the development of the SWDP and delivery of highways improvements to improve traffic flows around the A440.

Future arrangements for governance in relation to delivery

22. The SWJAP is an informal arrangement between the partner authorities and recognises the need to put in place governance and delivery arrangements for the implementation of the SWDP when it achieves adoption.

23. The delivery of the local plan for south Worcestershire will involve a wider range of partners and agencies from the public and private sectors. A number of options have been considered, with the preferred option being for a transitional arrangement based on the informal arrangements already in place to be employed once the SWDP is adopted, as follows:

Continuation of an informal delivery partnership:

- To review the membership of SWJAP and put in place a transitional arrangement between the partner authorities and county council to agree the most effective way forward, building on what has worked and established good practice to oversee and ensure coordination of delivery.

24. This would be likely to involve a broadening of the membership of SWJAP to include bodies such as the Local Enterprise Partnership, the Homes and Communities Agency, the Place Shaping Group and private sector to act as a strategic coordination body to oversee the delivery of the implementation plan and identify where there may be gaps and interventions required to bring forward the growth identified in the Local Plan.

25. The Implementation Board would develop joint terms of reference and governance arrangements. Protocols would be developed for the purposes of planning applications in which more than one district would be affected.

Key Delivery Bodies
26. There are many agencies, private and public sector bodies who will need to be involved in supporting the delivery of the SWDP. Some of the key agencies are:

The Worcestershire Local Enterprise Partnership

27. The countywide Local Enterprise Partnership (LEP) successfully submitted its proposal to Government in December 2010. A Business Board was formed to take forward and implement the priorities of the Local Enterprise Partnership through partnership working with organisations linked to economic development and commercial activity. The Main Board oversees this activity and makes decisions on strategic direction and funding and they have secured additional government and public sector funding including Regional Growth Funding to help resource their ambitions.

28. The LEP Vision is “to create the right environment to inspire businesses, encourage investment and to create lasting and sustainable employment in Worcestershire by 2017 and beyond.

29. The LEP is committed to raising the national profile of the area, supporting the aspirations for planning, development and infrastructure along with improving employment, skills and access to finance for business.

30. The partner authorities have actively engaged with the LEP to ensure that they understood the approaches to, and delivery of, economic development in the area along with offering regular updates on the progress of the SWDP. As a result the LEP has expressed its support for the approach being taken on the economic prosperity-led south Worcestershire local plan and is committed to working with the partner authorities and the county council to support the joint aspirations for planning, development and infrastructure.

The Worcestershire Partnership and the Place-Shaping Group (PSG)

31. The Worcestershire Partnership aims to shape Worcestershire's future by working with key stakeholders from the public, private and third sectors to unblock barriers to growth and ensure that the county realises its full economic potential. The group has been jointly set up with the Worcestershire LEP to support its focus on 'opportunities' for business growth, jobs and enterprise to secure sustainable economic development for the county for the benefit of businesses and people who live and work in the county.

32. The operational arm of the Worcestershire Partnership is the Place Shaping Group (PSG). The aim of the PSG is to shape the place that is Worcestershire by developing a strategic and coordinated voice for the key strands of economy, housing, transport and infrastructure. Membership of the group is reflective of these differing elements and includes representation from public, private and the third sectors. The group meets on a quarterly basis to discuss issues and set priorities for action. The PSG Vision is to shape Worcestershire's future, by supporting the Worcestershire Local Enterprise Partnership and Worcestershire Partnership to unblock barriers to growth and ensure the County realises its full economic potential. The group tackles Worcestershire's key challenges through joint working with essential partners; delivery of the agreed priorities will be achieved through the actions of the main partners or existing partnerships. The approach complements the Worcestershire LEP's focus on opportunities for business growth, jobs and enterprise to secure sustainable economic development for the benefit of businesses and people who live and work in the county.

33. A key priority for the PSG is the identification of strategically important sites across the area, including in south Worcestershire, that will unlock future development in the area.

Worcestershire Local Nature Partnership

34. The Worcestershire Local Nature Partnership sits under the Worcestershire Partnership as a relatively new strategic body set up to help manage the natural environment in such a way as to produce multiple benefits for people, the economy and the environment. The Partnership will have
a role to play in ensuring that the delivery of the SWDP helps to achieve a balance between the environment and the economy.

Public sector bodies and land holdings

35. Worcestershire County Council is the major public sector land owner in south Worcestershire. The three District Councils, emergency and health services also have land holdings throughout the area and therefore have the potential to have a direct impact upon the implementation of the SWDP through the control of land and buildings. The County Council and each of the partner authorities remain committed to ensuring that they facilitate necessary development where appropriate, whilst providing a range of community benefits and taking forward sustainability objectives as a first priority. It is recognised that the councils in south Worcestershire will continue to release surplus sites and that the redevelopment of these should where possible contribute to the overall aims of the Local Plan.

City and Town centre delivery vehicles

36. Worcester City has raised significant funds through business rates to develop a Business Improvement District within its retail core as one of many vehicles to support the delivery of the aspirations and vision for the city centre and outlined in the City Centre Masterplan.

37. The towns throughout south Worcestershire have developed a similar approach on a smaller scale with the introduction of Town Centre Managers in towns such as Evesham, Pershore and Droitwich. The Town Centre Management Agenda is delivery-focused and underpinned by a modest budget for local projects that fit with both the District Sustainable Community Strategy and the countywide objectives.

Working with the Community

38. Each of the partner authorities are committed to involving the public in the development of policies and guidance and in determining planning applications. The Statements of Community Involvement for the partner authorities set out this approach in more detail.

39. Moreover, once the SWDP is adopted there will be opportunities for local communities to produce their own Neighbourhood Plans that will set out a Vision and Objectives for their areas within the strategic framework of the SWDP.

Phasing of Development and Infrastructure

40. The phasing plan has been put in place in order to manage the level of development coming forward at any one time.

41. Development proposals not in accordance with the phasing plan will be resisted unless it can be demonstrate that the infrastructure necessary to support the proposals is subject to substantial commitment by the agencies responsible for delivering them.

42. New development should provide, or enable the provision of, infrastructure, generated or made necessary by development proposals.

43. The approach to an overall phasing plan is based on three delivery periods:
   a. **Phase One: 2006 - 2013**: largely relates to development leading up to the adoption of the Plan.
   b. **Phase Two: 2013 - 2019**: represents the key stage for the delivery of strategic infrastructure and brownfield regeneration.
   c. **Phase Three: 2019 - 2030** the bulk of greenfield development will be delivered following the implementation of strategic infrastructure including improvements to the Southern Link Road.
44. Given the uncertain state of the economy, it is the intention to conduct a review of the SWDP after 5 years, to assess the degree to which the economy is likely to pick up and to ensure effective infrastructure delivery.

45. These phasing periods provide a level of certainty for the development industry and service providers. They also better reflect development cycles and the changing economic circumstances, rather than having delivery periods of equal length, which could be inflexible.

46. One of the overall objectives of this Plan is to prioritise development on previously developed or brownfield land, within the city or town centres. Many of these sites will be relatively small. The proposed greenfield urban extension sites must be delivered in conjunction with the necessary infrastructure to meet the housing supply objective for the plan period to 2030.

47. **SWDP Policies 3, 6, 43, 44, 45, 46, 47, 48, 50, 51, 53, 54 and 55** set out in more detail the phasing for delivery of housing and infrastructure.

**Viability**

48. An important element of the NPPF guidance on plan-making is to ensure that the local plan is deliverable:

a. The NPPF (paragraph 173) states that:

   “Pursuing sustainable development requires careful attention to viability and costs in plan-making and decision-making. Plans should be deliverable. Therefore the sites and scale of development identified in the plan should be subject to such a scale of obligations and policy burdens that their ability to be developed viably is threatened. To ensure viability the costs of any requirement likely to be applied to development such as requirements for affordable housing, standards, infrastructure contributions or other requirements should, when taken into account of the normal cost of development and mitigation, provide competitive returns to a willing landowner and willing developer to enable the development to be deliverable”.

b. Paragraph 174 states that:

   “local planning authorities should set out their policy on local standards in the Local Plan, including requirements for affordable housing. They should assess the likely cumulative impacts on development in their area of all existing and proposed local standards, supplementary planning documents and policies that support the Local Plan, when added to the nationally required standards. In order to be appropriate, the cumulative impact of these standards and policies should not put implementation of the plan at serious risk and should facilitate development throughout the economic cycle. Evidence supporting the assessment should be proportionate, using only appropriate, available evidence.”

49. An overall viability assessment has been undertaken for south Worcestershire to assess the impact of the Plan’s policies on development viability firstly and then to examine the cumulative impact of the policy requirements. The assessment has been developed using national guidance, best practice and evidence that has been developed through the work on the Community Infrastructure Levy for Worcestershire and this work is examined in more detail in SWDP 7.

50. The question that needs to be answered in any viability testing relates to the impact on viability of the policies being put forward given likely land values and whether the developer will still be in a position to make a reasonable profit.

51. Viability testing on sites has been based on a calculation of the Gross Development Value (GDV) or combined value of the complete development, less the costs of creating the asset, including a profit margin to give a Residual Value (RV) for the development. The Residual Value can be
defined as the top limit of what a bidder could offer for a site whilst still making a satisfactory profit margin. Residual Value can therefore be compared with an Existing or Alternative use value (EUV or AUV):

a. A viable development would be defined as a site where the Residual Value exceeds the Viability Threshold (the existing use value plus uplift).

b. Where the Residual Value is greater than EUV but less than the viability threshold, the site would be considered as marginal.

c. Where the Residual Value is less than the EUV the site would be considered unviable.

52. The viability work undertaken by SWDP has included stakeholder engagement.

53. The work to produce the Viability Assessment for south Worcestershire can only take place once policies, site numbers and allocations are concluded and this is only confirmed towards the end of the SWDP process. This means that the final conclusions in relation to viability tend to come in at a relatively late stage but have been the subject of stakeholder engagement.

54. The main conclusion of the South Worcestershire Viability Study is that the policies of the SWDP and the proposals to introduce a Community Infrastructure Levy do not put implementation of the plan at serious risk but consideration does need to be given to the level of CIL and to ensuring that the policies within the SWDP are flexible enough to reduce the risk of unviable development.
SWDP 63: Monitoring Framework

Reasoned Justification

1. Monitoring and review are key components of the planning system. Local Development Frameworks need to be continually reviewed and revised, partly to be able to assess the success of the SWDP and partly to ensure the components of each authority’s framework are updated to reflect changing circumstances nationally and locally.

2. The implementation of the policies contained in the SWDP will require concerted action by a range of public, private and voluntary sector bodies working in partnership. The role of the document is to provide a clear and robust framework for development in order that investment and action can be co-ordinated to facilitate efficient and effective delivery.

Why do we need to monitor?

3. Monitoring is essential to establish both what has happened until the present time and what may happen in the future. It provides crucial feedback into the process of policy-making and helps to address questions like:
   a. Are policies achieving their objectives and delivering sustainable development?
   b. Have policies had unintended consequences?
   c. Are the assumptions behind the policies still relevant?
   d. Are targets being achieved?

4. In addition monitoring provides for the initiation of new development of other actions on the basis on previously agreed trigger points.

5. Monitoring of the SWDP will look at implementation, setting out agreed ways in which policies achieve desired results in the required timeframe. Monitoring will assess progress in delivering the Spatial Vision and Objectives through the implementation of policies.

How will the South Worcestershire Development Plan be monitored?

6. A South Worcestershire Annual Monitoring Report (SW AMR) will be prepared for the partner authorities. The Annual Monitoring Report will assess progress in preparing the SWDP against milestones set out in the Local Development Scheme. It will also contain an assessment of the extent to which policies set out in this Development Plan are being achieved and whether targets are being met. As well as linking to objectives and policies, indicators in the Annual Monitoring Report will also link to the Worcestershire Community Strategy spatial targets and Sustainability Appraisal indicators in order to identify the significant effects of policy implementation.

7. The SW AMR will also include an annual updated ‘housing trajectory’, which shows housing delivery in terms of net additional dwelling completed and estimated future completions for the remainder of the SWDP period. This information will monitor progress on delivering new housing across south Worcestershire and will be reviewed as part of the monitoring process.

8. To achieve these targets and milestones the partner authorities will:
   a. Actively monitor planning applications.
   b. Annually, prepare land availability reports focusing on housing, employment, retail and leisure supply.
   c. Manage a phased release of allocated sites or planning permissions to ensure the scale and location of allocated development is in line with the Development Strategy.
d. Work jointly with a range of public, private and voluntary sector organisations to co-ordinate investment and ensure the successful implementation and delivery of the vision, objectives and policies.

9. If as a result of monitoring policies, targets are not being met or the context has changed (e.g. the performance and nature of the economy), this may give rise to a review of the south Worcestershire Development Plan. In the event a fall in housing completions when measured against the agreed housing requirements, the partner authorities will bring forward suitable sustainable alternative/additional sites as soon as possible via their Development Plan Documents and / or the development management process to meet the requirements of the SWDP.

10. The indicators, milestones and targets will be reviewed and refined in the joint south Worcestershire Annual Monitoring Report.

11. **Draft performance indicators and targets** that will form the basis for monitoring the SWDP were produced for the Preferred Options document. These will be reviewed and refined and included as part of the submission process.

12. The new governance arrangements that will be put in place following the adoption of the SWDP will provide a strategic overview of progress against the Plan.
GLOSSARY

- **A1 use**: Retail development as defined by the Town and Country Planning (Use Classes) Order 1987, which includes shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes (also see **Use Classes**).

- **Abberley and Malvern Hills Geopark**: An area that is recognised for the significance of its geology. In the case of Abberley and the Malvern Hills 700 million years of geological history can be explored and exploited for tourism and educational purposes.

- **Advantage West Midlands (AWM)**: Advantage West Midlands was established as the Regional Development Agency for the West Midlands in 1999, to drive sustainable economic development and social and physical regeneration through a business-led approach. The Agency was closed by the government in 2012.

- **Affordable housing**: Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing should include provisions to remain at an affordable price for future eligible households or for the subsidy to be recycled for alternative affordable housing provision (NPPF, March 2012).

- **Aggregates**: Inert material used in construction. The most common natural aggregates of mineral origin are sand, gravel and crushed rock. Primary aggregates are naturally occurring bulk minerals worked primarily for aggregate purposes. Secondary aggregates are produced as by-products of other processes and used instead of primary aggregates. Secondary aggregates include boiler ashes, colliery shale, burned clay, pulverised fuel ash, chalk and shale. Recycled aggregates are produced from recycled construction waste such as crushed concrete and planings from road surfacing. Both secondary and recycled aggregates are used in the construction industry to replace the use of primary aggregates.

- **Allocated**: Land that has been identified for a specific use in the current Development Plan.

- **Anaerobic digestion**: Anaerobic digestion is a series of processes in which microorganisms break down biodegradable material in the absence of oxygen used for industrial or domestic purposes to manage waste and/or to release energy.

- **Annual Monitoring Report (AMR)**: Part of the LDF, the annual monitoring report assesses the implementation of the local development scheme and the extent to which policies in local development documents are being successfully implemented. The Annual Monitoring Report is now replaced by the Authority Monitoring Report.

- **Air Quality Management Areas (AQMA)**: If a Local Authority identifies any locations within its boundaries where the Air Quality Objectives are not likely to be achieved, it must declare the area as an Air Quality Management Area. The area may encompass just one or two streets, or it could be much larger. The Local Authority is subsequently required to put together a plan to improve air quality in that area - a Local Air Quality Action Plan.

- **Area of Development Restraint (ADR)**: An area of land safeguarded for consideration for possible long-term development needs, e.g. housing or employment. Areas are excluded from the Green Belt. Within this area, planning permission will not be granted for any development that would prejudice any decisions regarding the area’s long-term future.

- **Area of Outstanding Natural Beaut (AONB)**: An area of countryside considered to have significant landscape value that has been specially designated by Natural England on behalf of the Government.
- **Background papers:** These documents provide the link between evidence studies and south Worcestershire local plan policies. They are based on topic areas and provide further information on the formation of local plan policy.

- **Biodiversity:** The variety of different types of plant and animal life in a particular region.

- **Biomass:** The controlled release and use of the energy potential locked up in trees and plants straw, reeds, willow or created as a part of regularly recurring natural processes; the by-products of the process of decomposition or the bacterial digestion of natural things i.e. sewerage, various farm wastes or decaying material such as garden clippings and / or other largely natural materials such as paper.

- **Bonds:** These are payments made by developers to the highway authority to cover the costs of works to the highway to provide access to developments. If the works to the highway are carried out by the developer to the satisfaction of the highway authority this money is returned when the development is completed.

- **British Research Establishment Environmental Assessment Method (BREEAM):** This is a voluntary environmental assessment for new non-residential buildings. A BREEAM assessment uses recognised measures of performance, which are set against established benchmarks, to evaluate a building’s specification, design, construction and use. The measures used represent a broad range of categories and criteria from energy to ecology. They include aspects related to energy and water use, the internal environment (health and well-being), pollution, transport, materials, waste, ecology and management processes. There are also versions of BREEAM for offices and industrial units EcoHomes is the domestic version of BREEAM as an authoritative rating for new, converted or renovated homes.

- **Brownfield:** (see also Previously Developed Land). In the sequential approach towards identifying sites suitable for development, this is considered to be preferable to greenfield land for new building. Planning policies and decisions should encourage the effective use of land by re-using land that has been previously developed, provided that it is not of high environmental value. Previously developed land is that which is or was occupied by a permanent structure (excluding agricultural or forestry buildings) and associated fixed surface infrastructure..

- **Building for Life:** A measurement of the quality of development initiated by the Commission for Architecture and the Built Environment.

- **Business Improvement District (BID):** An area within which businesses have agreed to pay an additional 1% in business rates to fund improvements.

- **Carbon footprint:** A representation of the effect of human activities on climate, in terms of the total amount of greenhouse gasses produced (measured in units of carbon dioxide).

- **Central Technology Belt:** The Central Technology Belt aimed to diversify the city’s economic base and provide opportunities for new and existing businesses to locate in close proximity to the knowledge supply chain such as Aston and Birmingham Universities. This was an independent sub-regional partnership body providing leadership and strategic guidance for a high technology corridor from Birmingham, passing through Worcestershire and culminating at Malvern. It encouraged businesses with high technology content to benefit from research and development expertise and experience, capitalise on existing technology and call on an experienced workforce. It was part of the West Midlands commitment to long-term economic growth. Also referred to as Worcestershire A38 High Technology Corridor.

- **Class B:** The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories. B use classes are B1 (offices, research and development and light industry), B2 (general industry [factories]), B8 (storage and distribution
The terms B1a offices, B1b research and development and B1c light industry are sometimes used for the three types of activities within the B1 use class (see also Use Classes).

- **Class C2**: The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as 'Use Classes' (see also Use Classes). Class C2 refers to Residential Intuitions such as residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.

- **Class C3**: The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as 'Use Classes' (see also Use Classes):
  - C3(a) covers use by a single person or a family (a couple whether married or not, a person related to one another with members of the family of one of the couple to be treated as members of the family of the other), an employer and certain domestic employees (such as an au pair, nanny, nurse, governess, servant, chauffeur, gardener, secretary and personal assistant), a carer and the person receiving the care and a foster parent and foster child.
  - C3(b): up to six people living together as a single household and receiving care e.g. supported housing schemes such as those for people with learning disabilities or mental health problems.
  - C3(c) allows for groups of people (up to six) living together as a single household. This allows for those groupings that do not fall within other definitions i.e. a small religious community may fall into this section as could a homeowner who is living with a lodger.

- **Climate Change**: A significant and lasting change in the statistical distribution of weather patterns over periods ranging from decades to millions of years. It may be a change in average weather conditions, or in the distribution of weather around the average conditions (i.e., more or fewer extreme weather events). Climate change is caused by factors that include oceanic processes (such as oceanic circulation), variations in solar radiation received by Earth, plate tectonics and volcanic eruptions and human-induced alterations of the natural world.

- **Code for Sustainable Homes**: The Code for Sustainable Homes (the Code) is the national standard for the sustainable design and construction of new homes. The Code aims to reduce carbon emissions and create homes that are more sustainable. It applies in England, Wales and Northern Ireland.

  The Code goes further than the current building regulations, but is entirely voluntary and is intended to help promote higher standards of sustainable design. The Code measures the sustainability of a new home against nine categories of sustainable design, rating the 'whole home' as a complete package. The Code uses a 1 to 6 star rating system to communicate the overall sustainability performance of a new home. A one star rating is above the current level of building regulations. Level 6 is the highest category affecting a home. A completely zero carbon home means there is zero carbon i.e. zero net emissions of carbon dioxide (CO\(_2\)) from all energy uses in the property. It covers energy / CO\(_2\), water, materials, surface water runoff (flooding and flood prevention), waste, pollution, health and well-being, management and ecology.

- **Combined Heat and Power (CHP)** - CHP is the generation of both usable heat and power (electricity) in a single, highly efficient, process. CHP can use renewable or fossil fuels.

- **Commitments**: Development proposals that already have planning permission or are allocated in adopted development plans.

- **Community facilities**: Buildings, services and land uses intended to meet the health and wellbeing, social, educational, spiritual, recreational, leisure and cultural needs of the community
• **Community Green Deal**: The Community Green Deal is a locally based, area wide, approach to the delivery of the Government’s Green Deal Programme. This is an initiative to improve seven million homes by 2020 and all other existing homes by 2050. These improvements are required to achieve the United Kingdom’s carbon reduction targets. The Community Green Deal proposes the delivery of whole home retrofits for communities of between 750 and 3,000 homes.

• **Community Infrastructure Levy (CIL)**: The Community Infrastructure Levy (CIL) is a charge that local authorities in England and Wales are empowered, but not required, to charge on most types of new development in their area. CIL charges are based on simple formulae that relate the size of the charge to the size and character of the development paying for it. This allows Local Authorities to raise funds from developers undertaking new building projects in their area. It can be used to fund a wide range of infrastructure (i.e. transport schemes, schools, etc.) that are needed to support the development of the local area.

• **Community Strategy**: Each of the three local authorities and the County Council has produced, in partnership with other service providers and local organisations, a Community Strategy through their respective Local Strategic Partnerships. The Community Strategies outline the needs and priorities of the community and also shape the activities of the organisations within the partnerships, to fulfil those requirements. The Action Plan identifies short-term activities and priorities necessary to achieve the visions in the strategies (see Local Strategic Partnership).

• **Conservation Area**: An area of special architectural and / or historical interest, the character or appearance of which it is desirable to preserve or enhance. It is statutory recognition of the value of a group of buildings and their surroundings and of the need to protect not just individual buildings, but the character of the area as a whole.

• **Contingent deferred obligations**: An approach that recognises the impact that current market conditions are having on viability, but also that for schemes likely to take many years to implement over several phases, the market conditions may change over time. It involves defining the scope and scale of planning-related financial obligations, which elements can be paid initially and deferring other payments linked to future reassessment of viability or changes in market conditions over time.

• **County Biodiversity Action Plan**: The Worcestershire Biodiversity Action Plan is the County’s response to the national biodiversity planning process. The Worcestershire BAP was produced in 1999 and consists of a series of Species and Habitat Action Plans, setting out current status, targets for protection and enhancement to be carried out by each partner organisation. This document takes the objectives of the UK Biodiversity Action Plan and translates them into a Worcestershire context, with targets and actions for each important habitat and species.

• **Development Management**: Development Management (Development Control) is the element of the United Kingdom’s system of Town and Country Planning through which local government regulates land use and new building. It deals with the assessment of planning applications and their determination, the discharge of associated conditions and appeals arising out of the refusal of consent.

• **Development Plan**: A statutory document within the local development framework folder. All English local planning authorities are required to produce such a plan. This document set out the local authority’s policies and proposals for the development and use of land in their area. the SWDP guides and informs day-to-day decisions as to whether or not planning permission should be granted, under the system known as development management. The Development Plan also incorporates higher level guidance where this exists (including the extant Regional Spatial Strategy until that is formally revoked by the government).
• **Development Plan Documents (DPD):** Spatial planning documents that are subject to independent examination. They can include a Core Strategy, site specific allocations of land and Area Action Plans (where needed). Individual Development Plan Documents or part of a document can be reviewed independently from other Development Plan Documents. Each local authority must set out the programme for preparing its Development Plan Documents in their Local Development Scheme. DPDs have status as part of the Development Plan.

• **Development Strategy:** This is intended to help deliver the Vision and forms part of SWDP 2. The Development Strategy is based upon the Vision and brings together land uses, development and transport considerations and reflects the various environmental, economic and social characteristics of the area.

• **Development Viability Study 2008:** This report assesses the financial ability of new housing developments to support affordable housing.

• **Diamond Jubilee Walk:** A recreational network of paths encircling an urban area; in Droitwich Spa this forms a network of paths that link traditional and historic paths and routeways that radiate out from the urban centre to its hinterland and beyond. The result of this provides a number of circular walks of varying lengths and helps link a wide range of natural environments such as parkland, woodland, field edge and waterside.

• **EcoHome:** A sustainable, healthy and environmentally friendly home, using sustainable building methods, materials, energy, heating and water conservation methods (see British Research Establishment Environmental Assessment Method).

• **Ecosystem:** An ecosystem is a community of living organisms (plants and animals) sharing an environment. The largest ecosystems are called biomes.

• **Eco-Town:** A new self-contained ‘green’ settlement built to sustainable design principles, providing homes, jobs and services. The development should incorporate such features as energy efficient buildings; renewable energy generation; water conservation measures; public transport and green open spaces.

• **Employment land:** Land that is used to provide for office, commercial, industrial, research and development and warehousing development that generates or safeguards job-related activities.

• **Energy crops:** These are grown on farms and used to produce either heat or electricity. Energy crops include trees such as willow, poplar and some woody grasses. Energy crops are carbon neutral – on combustion, they release only the carbon they took up through photosynthesis whilst growing and a fast growing cycle means carbon is rapidly absorbed again prior to the next harvest.

• **English Heritage:** The Government’s statutory adviser on the historic environment. Officially known as the Historic Buildings and Monuments Commission for England, English Heritage is an executive non-departmental Public Body sponsored by the Department for Culture, Media and Sport. English Heritage works in partnership with the central government departments, local authorities, voluntary bodies and the private sector to a) conserve and enhance the historic environment; b) broaden public access to the heritage; c) increase people’s understanding of the past.

• **Environmentally friendly construction:** Approaches to constructing new buildings that source materials / labour locally and utilise techniques to help safeguard environmental quality.

• **Environmental Impact Assessment (EIA):** An environmental impact assessment is an assessment of the potential positive or negative impacts that a proposed project may have on the environment, consisting of natural, social and economic aspects. The purpose of the assessment is to ensure that decision makers consider the ensuing environmental impacts when deciding
whether to proceed with a project. Further information can be found in the CLG publication: Environmental Impact Assessment: A guide to procedures (http://www.communities.gov.uk/publications/planningandbuilding/environmentalimpactassessment)

- **European Union Structural Funds Programme**: The European Union Structural Funds exist to help areas of Europe that, for one reason or another, are suffering difficulties. This could be due to the decline of local industry or falls in income (e.g. because of falling commodity prices reducing farm incomes). The funds are intended to be used to help sponsor projects that will directly address locally identified needs (e.g. to help train people with new skills, or help set-up new businesses).

- **Examination in Public (EiP)**: An examination chaired by an independent inspector into objections to a Local Development Document (LDD) and the overall “soundness” of the LDD.

- **Extra-care housing**: Housing designed with the needs of frail / older people in mind and offering varying levels of care and support on site. People who live in extra care housing have their own self-contained homes, their own front doors and a legal right to occupy the property. It is also known as very sheltered housing, assisted living, or simply as ‘housing with care’. It comes in many built forms, including blocks of flats, bungalow estates and retirement villages. It is a popular choice among older people because it can sometimes provide an alternative to a care home.

- **Fields in Trust**: Fields in Trust (FiT) is an independent UK-wide organisation dedicated to protecting and improving outdoor sports and play spaces. Their vision is to ensure that everyone young and old, abled and disabled and whether they live in an urban or rural area - has access to free, local outdoor space for sport, play and recreation.

- **Floorspace measurement**: floorspace and area measurements are set out in square metres (1m x 4m = 4 square metres; 16 square metres = 4m x 4m)

- **Green belt**: The NPPF indicates that the fundamental aim of Green Belt policy is to prevent urban sprawl by keeping land permanently open; the essential characteristics of Green Belts are their openness and their permanence.

  Green Belt serves five purposes:
  
  - to check the unrestricted sprawl of large built-up areas.
  - to prevent neighbouring towns merging into one another.
  - to assist in safeguarding the countryside from encroachment.
  - to preserve the setting and special character of historic towns.
  - to assist in urban regeneration, by encouraging the recycling of derelict and other urban land.

  There is a general presumption against inappropriate development, which is defined as development that is harmful to the Green Belt. The Government attaches substantial weight to the need to avoid harm to the Green Belt. More specifically, the NPPF indicates that most forms of development are inappropriate; there are some named exceptions to this that will be permitted as long as they meet certain criteria, such as maintaining the openness of the area and not conflicting with the purposes of including land in the Green Belt.

- **Greenfield**: Land that has not been developed previously. Applies to most sites outside built-up areas and excludes protected open spaces e.g. land in built-up areas such as private residential gardens, parks, recreation grounds and allotments.
• **Green infrastructure (GI):** A network of multi-functional green space, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities.

• **Green Infrastructure Study:** A study that looks into the green spaces of an area (e.g. the open countryside and parks within a town) and the linkages between these spaces.

• **Green Space Strategy:** Green space is the collective term used to describe all parks, public gardens, playing fields, children’s play areas, woodlands, nature reserves, allotment gardens, linear and other open space. The strategy looks at how these will be linked through corridors to enable effective wildlife movements as well as visual continuity.

• **Geodiversity:** Geodiversity is an understanding of the variety of rocks, minerals, fossils, soils, landforms and natural processes that make up the physical environment, landscape, fuels and raw materials that society operates within and uses.

• **Gypsies and Travellers:** National planning policy in the NPPF defines gypsies and travellers as “persons of nomadic habit of life whatever their race or origin, including such persons who on grounds only of their own or their family’s or dependants’ educational or health needs or old age have ceased to travel temporarily or permanently, but excluding members of an organised group of travelling showpeople or circus people travelling together as such”.

  For the purposes of SWDP19, “travellers” means “gypsies and travellers”.

• **Gypsy and Traveller Accommodation Assessment (GTAA):** A report that assesses the accommodation needs of Gypsies, Travellers and Travelling Showpeople.

• **Heavy Goods Vehicles:** European term for goods motor vehicles (i.e. trucks / lorries) with a maximum allowed mass or gross combination mass of over 3,500kg (7,716lb).

• **Highways Agency:** An Executive Agency of the Department for Transport, responsible for operating, maintaining and improving the strategic road network in England on behalf of the Secretary of State for Transport.

• **Home Zone:** Schemes that attempt to strike a balance between vehicles and other uses of a street, (e.g. pedestrians, cyclists and residents) through various methods including shared spaces. Home Zones work through the physical alteration of streets and roads in an area. These alterations require motorists to drive with greater care and at lower speeds.

• **Homes and Communities Agency (HCA):** The national housing and regeneration agency for England, with a capital investment budget of c.£7bn.

• **Housing Market Areas:** These areas illustrate the influence of an urban area on its immediate surroundings. Housing market areas have been defined by analysing commuting and migration patterns. Significantly these areas are not bound by cross-administrative boundaries.

• **Housing Market Area Housing Needs Assessment Monitoring Report:** Annual update of the information used in the Strategic Housing Market Assessment. It monitors the effect of planning and other public policy on the local housing market and local housing needs.

• **Housing Needs Assessment:** An assessment of housing needs in the local area. This assessment plays a crucial role in underpinning the planning policies relating to affordable housing. In addition, the information on local needs is required to determine the location of such housing and guide new investment.

• **Household projections:** Produced by the Department for Communities and Local Government and linked to the latest Office for National Statistics Sub-National Population Projections. The projections are trend-based and indicate the number of additional households that would form if recent demographic trends continue.
- **Housing trajectory:** A planning tool designed to support the “plan, monitor manage” approach to housing delivery by monitoring both past and projected housing completions across the lifetime of the SWDP.

- **Historic Environment Assessment:** A report that assesses the archaeological potential of sites put forward for development by landowners and developers.

- **Infrastructure:** The network of essential physical services that most buildings or activities are connected to. It includes not only physical services in an area (e.g. gas, electricity and water provision; telephones, sewerage) and networks of roads, public transport routes, footpaths etc. but also community facilities and green infrastructure. New or improved infrastructure will generally need to be provided where significant levels of new development are proposed.

- **Infrastructure / Service Providers:** Usually private companies that provide, maintain and improve physical infrastructure such as water and sewage, electrical mains supply, transport networks, telecoms, etc.

- **Integrated Transport Strategy:** The Worcester Integrated Transport Strategy involves the provision of a transport network, which explicitly takes account of the differing requirements of regional, interurban and local travel demand, with investment targeted at enabling each transport mode to effectively deliver its role in the network. The Worcester Integrated Transport Strategy proposes investment in a significant package of measures designed to provide genuine alternatives to the private car and, where appropriate, improves the performance of the existing highway network.

- **Intelligent transport system scheme:** An innovative transportation system that may be able to secure a cheap and safe transportation environment as well as an efficient operation by connecting up-to-date skills, including electronic, communications and control systems, to existing transportation systems such as road, railway, airway and sea transportation. This also refers to traffic management measures such as traffic lights that are able to respond automatically to changes in traffic conditions.

- **Intermediate tenure:** Intermediate affordable housing is housing at prices and rents above those of social rent but below market prices or rents. These can include shared equity (e.g. Home Buy) and other low cost homes for sale and intermediate rent.

- **Inward migration:** The movement of people into the south Worcestershire Area.

- **Land Cover Parcel:** the smallest-scale assessed area within a Landscape Character Assessment.

- **Landscape Character Assessment:** An assessment undertaken to help identify various landscape types with a distinct character that is based on a recognisable pattern of elements, including combinations of geology, landform, soils, vegetation, land use and human settlement.

- **Lifetime Homes:** A set of 16 design criteria that provide a model for building accessible and adaptable homes. This standard is widely used in planning policies and forms part of the **Code for Sustainable Homes**.

- **Listed building:** A listed building is a building or structure that is considered to be of special national architectural or historic interest; it is protected by law from unauthorised alterations or demolition. In addition, any development that might affect its setting will generally require permission and will be scrutinised very closely.

- **Live / work unit:** A purpose-designed unit or group of buildings enabling the occupiers to live and work within the same premises.
• **The Worcestershire Local Enterprise Partnership:** ‘Worcestershire Works’ was formed in 2011 and replaces the function of the Regional Development Agency i.e. Advantage West Midlands. See Local Enterprise Partnership.

• **Local Air Quality Action Plan:** A plan to improve the air quality in a specific location or area.

• **Local Development Document (LDD):** The Local Development Framework will be comprised in part of Local Development Documents prepared by the District Councils. These documents include the Statement of Community Involvement; Supplementary Planning Documents; and Development Plan Documents (being the Core Strategy, Site Allocations, Area Action Plans and Proposals Map).

• **Local Development Framework (LDF):** The LDF is not a statutory term; it sets out, in the form of a ‘portfolio / folder’, the Local Development Documents that collectively deliver the spatial planning strategy for the local planning authority’s area. The LDF will be comprised of Local Development Documents and Supplementary Planning Documents. It will also include the Statement of Community Involvement, the Local Development Scheme and the Annual Monitoring Report.

• **Local Development Scheme:** This is a public statement of a local authority’s programme for the production of Local Development Documents. The scheme will be revised when necessary. This may be either as a result of the Annual Monitoring Report, which should identify whether the local authority has achieved the timetable set out in the original scheme, or if there is a need to revise and / or prepare new local development documents.

• **Local distinctiveness:** The particular and usually positive features of a locality that contribute to its special character and sense of place. Distinguishes one local area from another.

• **Local Enterprise Partnership (LEP):** Partnerships between local authorities and businesses, formed in 2011, to help determine local economic priorities, enable business and civic leaders to come together to drive sustainable local economic growth and assist in creating the conditions for private sector job growth in their communities. They are also a key vehicle in delivering Government objectives for economic growth and decentralisation, whilst also providing a means for local authorities to work together with business in order to quicken the economic recovery. They carry out some of the functions previously carried out by the regional development agencies, which were abolished in March 2012.

• **Local Housing Needs Report:** This assesses the need for additional affordable housing across south Worcestershire, in each south Worcestershire district and in individual wards.

• **Local Strategic Partnership (LSP):** A group of public, private, voluntary and community organisations and individuals, which is responsible for preparing the Community Strategy. In south Worcestershire these are called Vision21 Malvern Hills Partnership; Droitwich Spa, Evesham and Pershore Local Strategic Partnerships (Wychavon) and Worcester Alliance (Worcester City).

• **Local Transport Capital Settlement:** As part of the Government’s Spending Review, the Department for Transport announced a radical simplification of local transport funding, moving from 26 separate grant schemes to 4. The Department for Transport will provide £1.3bn over 4 years for small transport improvements on top of the Local Sustainable Transport Fund and in addition to what is available through the Regional Growth Fund. Local authority integrated transport block allocations are calculated through a needs-based formula.

• **Local Transport Plan (LTP):** The LTP is a 5-year strategy for the development of local, integrated transport, supported by a programme of transport improvements. The LTP also forms a bid to Government for funding of the improvements. It is the main source of capital funding for the programme. The LTP sets out a series of targets to allow each authority to monitor the effect of their strategy.
• **Local Transport Plan 3:** The Local Transport Plan 3 provides the policy and strategy context for Worcestershire’s major transport projects and enables Worcestershire to bid for additional Government funding over the next 15 years. It will also help to secure funds from development and ensure these are properly used to improve the efficiency of our transport networks.

• **Local Investment Plan:** A document that sets out the investment required for an area, in this case south Worcestershire. The Homes and Communities Agency asked Local Authorities to produce these plans in order to inform funding discussions. The investments set out in the SWDP are those required to deliver the agreed economic, housing and environmental ambitions of south Worcestershire. the SWDP identifies needs to be addressed, based on robust evidence from local strategies, including the Sustainable Communities Strategy, Local Development Frameworks and infrastructure planning work.

• **Logistics:** The transportation of products. Logistics involves the integration of information, transportation, inventory, warehousing, material handling and packaging.

• **Low cost housing:** Housing rented or sold at less than full market value. This is not necessarily classed as affordable housing.

• **Major Scheme Bid:** A Major Scheme Bid is submitted as a comprehensive business case; including full engineering, economic and environmental appraisal and following a full public consultation on the options. These bids can aid for example Major Transport Schemes costing more than £5 million.

• **Major urban area:** An area that was the focus for new development identified to underpin the Regional Spatial Strategy. Four Major Urban Areas were identified in the West Midlands: Birmingham; the Black Country; Coventry; and the North Staffordshire conurbation.

• **Minerals Safeguarding Areas:** Areas designated by the Minerals Planning Authority that cover known deposits of minerals, which are desired to be kept safeguarded from unnecessary sterilisation by non-mineral development.

• **Minerals Consultation Areas:** Areas designated in the Local Plan, normally based on Minerals Safeguarding Areas, where consultation is required with the County Council as Minerals Planning Authority on development proposals which have the potential to sterilise the minerals interests of the site.

• **Mitigation measures:** These are measures requested and / or carried out in order to limit the damage by a particular development / activity.

• **Multiple occupation:** This is defined as a small shared dwelling house occupied by between three and six unrelated individuals as their only or main residence, who share basic amenities such as a kitchen or bathroom. This is defined as use class C4 (house in multiple occupation).

• **National Planning Policy Framework (NPPF):** This document was adopted in March 2012 and replaces previous national planning guidance, formerly enshrined in a series of planning policy statements. The NPPF establishes the Government’s planning policies for England and how these are expected to be applied. It sets out the Government’s requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so. The government expects it to provide a framework within which local people and their accountable councils produce their own local and neighbourhood plans. The NPPF constitutes guidance for local planning authorities and decision-takers both in drawing up plans and as a material consideration in determining applications.

• **Neighbourhood Development Plans:** These can be prepared by Parish / Town Councils or neighbourhood forums to establish general planning policies for the development and use of land in a neighbourhood. Subject to conformity with the strategic policies in the SWDP, an independent
examination and support in a community referendum, Neighbourhood Plans will become part of the planning framework for land uses in the local area.

- **Neighbourhood Plan:** A plan prepared by local neighbourhood groups, such as a Parish or Town Council or Neighbourhood Forum for a particular neighbourhood area (made under the Planning and Compulsory Purchase Act 2004). These plans are created in partnership with local planning authorities and set within the context of a strategic plan and national policy framework. These plans provide a detailed account of local civic needs and wishes.

- **Net useable floorspace:** Calculation of the internal area of a building or dwelling. Measurements should be taken up to the internal finish of the perimeter wall. The calculation should include kitchens, built-in cupboards, partition walls, bay windows, entrance halls, chimney breast and fireplace areas and internal offices. It should exclude balconies, car parking, garages, dustbin stores and similar non-habitable areas.

- **New Homes Bonus:** The Government has introduced the New Homes Bonus. The initiative is designed to ensure that the economic benefits of growth are returned to the local authorities and communities where that growth is taking place. The Government provides additional funding or a 'bonus' for new homes by match funding the additional council tax raised for new homes and empty properties brought back into use, with an additional amount for affordable homes, for the following six years.

- **New Growth Point:** Previous Government’s initiative to provide support to local authorities that wished to pursue large scale and sustainable growth, including new housing and jobs in partnership with Government.

- **Open space:** All open space of public value, including not just land, but also areas of water (such as rivers, canals, lakes and reservoirs), which offer important opportunities for sport and recreation and can act as a visual amenity.

- **Passive surveillance:** Observation of public places, which is provided as a result of the way buildings and spaces are designed.

- **Park and Ride:** Facilities that seek to reduce town centre congestion by encouraging motorists to leave their vehicles at a car park on the edge of town and travel into the centre by public transport, usually via buses running directly from the parking area.

- **Parking Hub:** A facility that allows the interchange between car and commercially operated local passenger transport services operating via the parking hub and linking to key locations in and across the city centre and other major trip attractors in the area.

- **Pitches and Plots (for Travellers and Travelling Showpeople):** A “pitch” means a pitch on a “gypsy and traveller” site and “plot” means a pitch on a “travelling showpeople” site (also sometimes called a “yard”). The terminology differentiates between residential pitches for “gypsies and travellers” and mixed-use plots for “travelling showpeople”, which may /will need to incorporate space or to be split to allow for the storage of equipment.

- **Place shaping:** Where key partners, e.g. local authorities and LSPs, work together to both develop and implement a strong spatial vision for an area.

- **Planning obligations:** Legally enforceable agreements between a planning authority and a developer, or undertakings offered unilaterally by a developer, which ensure that necessary mitigating works related to development are undertaken; sometimes called ‘Section 106 Agreements’ (s.106 Agreements).

- **Previously developed land (PDL):** Land which is or was occupied by a permanent structure, including the curtilage of the developed land (although it should not be assumed that the whole of
the curtilage should be developed) and any associated fixed surface infrastructure. This excludes: land that is or has been occupied by agricultural or forestry buildings; land that has been developed for minerals extraction or waste disposal by landfill purposes where provision for restoration has been made through development control procedures; land in built-up areas such as private residential gardens, parks, recreation grounds and allotments; and land that was previously-developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape in the process of time.

- **Pre – Submission Document**: The final draft version of a Development Plan Document upon which the public, developers and landowners are consulted.

- **Proposals Map**: The adopted proposals map illustrates on a base map (reproduced from, or based upon a map to a registered scale) all the spatial policies contained in the SWDP, together with any saved policies. It must be revised each time a new Development Plan Document is adopted and it should always reflect the up-to-date planning strategy for the area. Proposals for changes to the adopted map accompany submitted Development Plan Documents in the form of a submission proposals map.

- **Public realm**: The space between and within buildings and developments that are publicly accessible, including streets, squares, parks and open spaces.

- **Pyrolysis**: A well-established means of recovering energy from various forms of waste.

- **Regeneration Zone**: An area targeted with specific public policy and funds to boost the local economy and create / safeguard jobs.

- **Regional Funding Allocation**: A source of financing major transportation infrastructure proposals administered for the West Midlands region by the Department for Transport and bid into by highway authorities, which for south Worcestershire is Worcestershire County Council.

- **Registered Social Landlord**: A term introduced in the Housing Act 1996 to describe local housing companies and housing associations that are registered and monitored by the Housing Corporation (now the Homes and Communities Agency).

- **Renewable and low carbon energy**: Renewable and low carbon energy includes energy for heating and cooling as well as generating electricity. Renewable energy covers those energy flows that occur naturally and repeatedly in the environment – from the wind, the fall of water, the movement of the oceans, from the sun and also from biomass and deep geothermal heat. Low carbon technologies are those that can help reduce emissions (compared to conventional use of fossil fuels).

- **Residual energy** - this refers to the estimated energy demand for the development after allowance has been made for the full range of energy efficiency measures required under Building Regulations (current at the time of construction).

- **Rolling reservoir**: A requirement to maintain a constant supply of land for employment, housing or other types of development, usually over an identified time period such as five years. This means that at any one time there will be a quantum of land available sufficient to provide for the next five years’ identified / agreed need. When the amount of identified land dips below the five year target, for example if a large site is developed, further previously identified land should be included in the five years’ supply.

- **Rural exception site**: Rural exception sites should be small, solely for affordable housing and on land within or adjoining existing small rural communities which would not otherwise be released for general market housing because it is otherwise subject to policies of restraint (e.g. in the countryside or where policies maintaining the openness of the landscape are in place). The affordable housing provided on such sites should meet local needs in perpetuity and count towards...
the overall level of housing provision. The rural exception site policy applies to both allocated or windfall sites.

- **Rural Regeneration Zone**: One of six Regeneration Zones designated by Advantage West Midlands, in which the majority of AWM activity and funding were concentrated between 1999 and 2012.

- **Saved policies**: Local planning authorities are able to save local plan policies beyond the period of the local plan if they submit a list to the Government outlining the policies, their purpose, reasons why they should be saved and how or if they will eventually be replaced.

- **Section 38 Agreement**: A legal agreement between a developer and a Highway Authority to ensure that work carried out on the highway by the developer reaches adoptable standards (maintainable at public expense).

- **Section 106 Agreement**: A legal agreement between developers and a Local Planning Authority made in accordance with section 106 (s.106) of the 1991 planning act, usually to secure benefits for local residents without which a planning application would be refused (see also Planning Obligations).

- **Section 278 Agreement**: A legal agreement allowing developers to make alterations to the Public Highway.

- **Sequential approach**: A planning principle that seeks to identify, allocate or develop certain types or locations of land before others. For example, brownfield sites are identified for development before greenfield or undeveloped sites; town centre retail sites are preferred to out-of-centre sites. In terms of employment, a sequential approach would favour an employment use development over a mixed use one and mixed use over non-employment uses.

- **Settlement hierarchy**: In the SWDP, settlements are categorised as part of a hierarchy based on the services and facilities available to that settlement:
  - Category 1 settlements are towns and villages with a good range of services and facilities, as well as some access to public transport.
  - Category 2 villages have a more limited level of services.
  - Category 3 settlements are locations where only limited development to address local housing need is acceptable.
  - Other settlements that have few facilities and services are felt to be unsustainable locations for any growth and are allocated any development in the SWDP.

- **Scheduled Ancient Monument**: This is a nationally important archaeological site or historic building, given legal protection against unauthorised change. The protection is offered under the Ancient Monuments and Archaeological Areas Act 1979.

- **Smarter Choices Measures**: These are measures such as the provision of information about public transport services which encourage people to use modes other than the private car for some journeys. Smarter choices are techniques for influencing people's travel behaviour towards more sustainable options such as encouraging school, workplace and individualised travel planning. They also seek to improve public transport and marketing services such as travel awareness campaigns, setting up websites for car share schemes, supporting car clubs and encouraging teleworking.

- **Social rented**: This is housing available to rent at below market levels. Lower rents are possible because the Government subsidises local authorities and registered social landlords in order to meet local affordable housing needs.
• **South Housing Market Area**: A number of sub-regional housing market areas have been identified that display similar characteristics. The SWDP authorities fall within the South Housing Market Area, which also contains the other three Worcestershire districts, together with Warwick and Stratford-upon-Avon District Councils.

• **South Worcestershire Sports Facilities Framework**: This document forms part of the key evidence base informing the sport elements of the SWDP. The Framework comprises a set of interlinking documents, which have been compiled concurrently, with a common methodology and data sources. This ensures that they give a robust base for sports facility planning. It also supports the need and identifies the delivery mechanisms for essential community infrastructure that will be required to ensure any major housing and employment growth is sustainable.

• **South Worcestershire Infrastructure Delivery Plan (SWIDP)**: This is a document that offers evidence to support the SWDP. It sets out the quantum and type of infrastructure needed to deliver the level of development proposed in the SWDP. It analyses physical infrastructure (such as transport and utilities), social infrastructure (such as schools and community facilities) and a complete range of green infrastructure. These are described on a geographical basis, which makes it easier for the reader to understand where infrastructure is planned; this is analysed in more detail in an Appendix. The SWIDP also considers issues around the funding of infrastructure and suggests a way forward in meeting such requirements. The SWIDP has been produced in close consultation with the County Council and the various infrastructure providers. It is a “live” document and will be updated on a regular basis.

• **Spatial planning**: Spatial planning goes beyond traditional land use planning. It brings together and integrates policies for the development and use of land with other policies and programmes, which influence the nature of places and how they function. This will include policies which can impact on land use, for example by influencing the demands on, or needs for development, but which are not capable of being delivered solely or mainly through the granting of planning permission and which may be delivered through other means.

• **Stakeholders**: Groups, individuals or organisations who may be affected by, or have a key interest in, a development proposal or planning policy. They may often be experts in their field or represent the views of many people.

• **Statement of Community Involvement (SCI)**: This sets out the standards to be achieved by the local authority in involving the community in the preparation, alteration and continuing review of all Local Development Documents and planning applications. The SCI is a clear public statement enabling the community to know how and when they will be involved in the preparation of Local Development Documents and how they will be consulted on planning applications. The SCI is not a Development Plan Document but is subject to an independent examination.

• **Strategic Flood Risk Assessment (SFRA)**: A SFRA is a high-level assessment of flood risk carried out by or for planning authorities to meet the needs of national legislation with the purpose of assisting local authorities to deliver sustainable development. The SFRA has informed the various allocations and sets the context / parameters for more detailed Flood Risk Assessments associated with planning applications.

• **Strategic gap**: A local planning designation intended to protect the settings and separate identities of settlements by:
  - helping to avoid coalescence.
  - retaining the existing settlement pattern through maintaining the openness of the land.
  - Securing the quality of life benefits of having open land close to where people live.

• **Strategic highway network**: Refers to the pattern of motorways and trunk roads.
- **Strategic Housing Land Availability Assessments (SHLAA):** These are a key component of the evidence base required to support the delivery of sufficient land for housing to meet the community’s need for more homes. These assessments are required by national planning policy as set out in the NPPF.

- **Strategic Housing Market Assessment (SHMA) (Feb 2012):** The purpose of this study was to analyse data and trends relating to local housing markets and issues of affordability of housing within the sub-regions of Worcestershire.

- **Strategic sites:** These sites are considered to be vital to the delivery of the SWDP objective of economic-led growth. They are allocated for housing, employment and infrastructure development and represent significant opportunities for sustainable growth. They are primarily located in the urban extensions and the employment allocations.

- **Sites of Special Scientific Interest (SSSI):** Sites or areas designated as being of national importance because of their wildlife, plants or flowering species and / or their unusual or typical geological features. SSSIs are identified by Natural England and have protected status under the Wildlife and Countryside Act 1981

- **Supplementary Market Review & Property Prices Report July 2010:** A report which updates the evidence in the Development Viability Assessment.

- **Supplementary Planning Document (SPD):** SPDs are Local Development Documents that explain how policies in a local plan or a Development Plan Document will be implemented. They do not form part of the SWDP, but are a material consideration on planning applications.

- **Supported housing:** Housing that is purposely designed or remodelled to enable residents to adjust to independent living or to enable them to live independently. There will be support services provided by the landlord or another organisation. As a minimum, a building or scheme will provide basic facilities such as a laundry for residents or washing machines in living units. The scheme will also have a communal lounge.

- **Strategic Environmental Assessment (SEA):** The European Directive 2001/42/EC on ‘the assessment of the effects of certain plans and programmes on the environment’ is known as the Strategic Environmental Assessment or SEA Directive. The directive applies to any land use plans and modifications that began to be prepared after 21 July 2004. It also applies to any land use plans that have not been adopted or submitted to a legislative procedure leading to adoption by 21 July 2006. The Department of Communities and Local Government has published guidance on how to undertake a SEA of land use plans and how the methodology may be expanded to incorporate sustainability appraisal.

- **Sui generis:** (see Use Classes).

- **Sustainability Appraisal:** The Planning and Compulsory Purchase Act 2004 requires Local Development Documents to be prepared with a view to contributing to the achievement of sustainable development. Sustainability appraisal is a systematic appraisal process. The purpose of sustainability appraisal is to appraise the social, environmental and economic effects of the strategies and policies in a Local Development Document from the outset of the preparation process. This will ensure that decisions are made that accord with sustainable development requirements.

- **Sustainable Community Strategy (SCS):** The SCS is prepared by local strategic partnerships as a set of goals and actions that they, in representing the residential, business, statutory and voluntary interests of an area, wish to promote. The SCS should inform the local development framework and act as an umbrella framework for other strategies devised for the area. In Worcestershire, a county-wide SCS was adopted in 2010. This effectively superseded previous
versions at district level, although it did include district-specific sections and a series of preferred outcomes for each.

- **Sustainable development**: In broad terms, this means development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The Government has set out five guiding principles for sustainable development in its strategy ‘Securing the future - UK Government strategy for sustainable development’. The five guiding principles, to be achieved simultaneously, are:
  - Living within environmental limits.
  - Ensuring a strong healthy and just society.
  - Achieving a sustainable economy.
  - Promoting good governance.
  - Using sound science responsibly.

The NPPF sets out a definition of sustainable development and identifies how it is to be identified and delivered (NPPF paragraphs 6 – 16).

- **Sustainable Drainage System (SuDS)**: Efficient drainage system that seeks to minimise wastage of water, including the use of appropriate groundcover to enable maximum penetration of clean water run-off into the ground, promote the filtration and evaporation of water as close to the source as possible and break down pollutants and, where appropriate, recycle grey water within the development. Designed to minimise the impact of development on the natural water environment, they are an alternative to drainage through pipes directly to a water course and help enhance water quality and biodiversity, maintain groundwater levels and reduce the risk of flooding.

- **Sustainable Transport Fund**: The Government announced, as part of the Local Transport White Paper, the creation of a Local Sustainable Transport Fund to help build strong local economies and address the urgent challenges of climate change.

- **Sustainable travel**: Term applied to alternative environmentally friendly transport options, e.g. car share, walking, cycling, public transport with the aim of reducing the daily trips made by private vehicles and overall levels of CO₂ emissions.

- **Transport Assessment**: A comprehensive and systematic process that sets out transport issues relating to a proposed development. It identifies what measures will be required to improve accessibility and safety for all modes of travel, particularly for alternatives to the car such as walking, cycling and public transport and what measures will need to be taken to deal with the anticipated transport impacts of the development.

- **Travel plan**: A package of measures and initiatives that aims to reduce the number of car journeys made, by providing people with greater transport choices. This is done through providing realistic alternatives to the car; reducing the need to travel and managing car parking provision.

- **Travelling Showpeople**: National planning policy defines travelling showpeople as “members of a group organised for the purposes of holding fairs, circuses or shows (whether or not travelling together as such). This includes such persons who on the grounds of their own or their family’s or dependants’ more localised pattern of trading, educational or health needs or old age have ceased to travel temporarily or permanently, but excludes Gypsies and Travellers”.

- **Urban Capacity Study**: A study to assess the potential for settlements to accommodate additional housing by identifying possible development sites within the existing built-up areas.
• **Urban cooling:** Designing public spaces to help reduce the urban heat island effect. For example by providing sufficient public open space within urban areas, this in turn will help mitigate the retention of urban heat in buildings, concrete and asphalt.

• **Use Classes:** Planning permission is required for development. The definition of development includes material changes of use of land or buildings / premises. Uses fall within four main categories or “classes”:
  - Class A covers shops and other retail premises such as restaurants and bank branches.
  - Class B covers offices, workshops, factories and warehouses.
  - Class C covers residential uses.
  - Class D covers non-residential institutions and assembly and leisure uses.

There are subsets within each class. In addition there are also uses that are *sui generis* i.e. in a class of their own. Changes of use within a use class do not come within the definition of development at all. Certain changes between particular use classes are allowed under permitted development rights.

• **Village Facilities and Rural Transport Survey:** An assessment of the facilities and public transport services that is available in each of South Worcestershire’s rural settlements.

• **Vision:** The vision describes how south Worcestershire will have developed by 2030. The vision places emphasis on economic prosperity, housing delivery and the provision of infrastructure. The implementation of the SWDP objectives and policies will help achieve the vision.

• **Vulnerable sectors:** This term can be applied to any group of similar businesses suffering from a decline in their financial viability. Longstanding vulnerable sectors include most types of farming, defence contractors, some manufacturing sectors and public houses.

• **Water Framework Directive:** The Water Framework Directive is a piece of European legislation that promotes a positive approach to water management. The Directive helps to protect and enhance the quality of: surface freshwater (including lakes, streams and rivers); ground waters; groundwater - dependant ecosystems; estuaries; and coastal waters out to one mile from low-water.

• **Windfall:** Windfall sites are those that have not been specifically identified through the SWDP process. They comprise previously developed sites that have unexpectedly become available and that may (in some cases) be suitable for certain forms of redevelopment.

• **Worcestershire County Council Waste Core Strategy:** Guides the approach to planning for waste management facilities in the county until 2027.

• **Worcestershire Minerals Local Plan:** This guides mineral development in the county to particular locations and sets criteria against which applications for the extraction of minerals and related developments can be assessed.

• **Worcestershire Partnership:** The Worcestershire Partnership brings together local government, public services such as health, learning providers, police and probation, voluntary and community organisations and local businesses within Worcestershire. The work of the Partnership is based on a shared common purpose and good will.

• **World Health Organisation Air Quality Standards:** These are the concentrations of pollutants in the atmosphere that can broadly be taken to signify a certain level of environmental quality. The Standards are based on an assessment of the effects of each pollutant on human health, including the effects on certain sensitive sub-groups.
ANNEX A - summary of Worcestershire Sustainable Community Strategy 2010, extracts for south Worcestershire authorities

Worcestershire’s Sustainable Community Strategy (SCS) for 2011 to 2021 (September 2010)

There are three key priorities and a number of associated outcomes identified in the SCS.

1. A skilled and prosperous economy:
   A. Enhanced economic prosperity through sustainable economic growth.
   B. Improved survival rates for new and existing business.
   C. A skilled workforce that meets the needs of business.

2. An environment that is cherished and resilient:
   A. Protecting and enhancing the county’s natural and historic environment through a better understanding of its social and economic value and its contribution to health and well-being.
   B. Working better together to deliver environmental improvements.
   C. Mitigating and adapting to climate change.

3. Improving health & well-being:
   A. To reduce health inequalities between social groups in terms of health and quality of life outcomes.
   B. To improve the quality of life and independence of older people and those with a long-term illness.
   C. To improve mental health and well-being.

Individual issues highlighted for the three south Worcestershire authorities include the following:

“Malvern Hills Partnership Priorities”

The Malvern Hills Partnership has recognised that there are a number of challenges that cannot be tackled by one organisation alone. Instead, in order to add real value, issues must be addressed collectively in order to be truly effective.

Our priorities are:

- To reduce the impact of rurality on our local communities.
- To tackle issues associated with inequalities, including health inequalities.
- To raise awareness of key environmental issues and to drive down our reliance on fossil fuels.
- To protect residents and businesses from the impact of flooding … ”

“Worcester Alliance Priorities”

Priority One – Economy:

- To have the right infrastructure in place to support a successful and growing economy.
- To support business growth and expansion and attract new businesses which provide a diverse economy and more, higher paid, quality jobs.
- To ensure the city has a vibrant retail offer.
- To make sure that people have the right skills for existing, growing and new businesses.
- To develop plans to reduce the numbers of young people not in employment or education and encourage more apprenticeships.

Priority Two – Communities:
- To improve the quality of life for local residents across the city as a whole and with a focus on areas of highest need.
- To work creatively and innovatively in partnership with local communities to tackle local issues and meet local needs and build resilience.
- To have a range of quality housing which meets local needs and supports cohesive neighbourhoods.
- To ensure local people benefit from improved health and well-being, reducing health inequalities in the city and promoting healthier lifestyles.

Priority Three – Environment:
- To ensure Worcester continues to be an attractive place to visit, work and live in, enhancing and protecting open and green space which is seen as important.
- To help make the city resilient to flooding, climate change and extreme weather events.
- To promote strong planning policies and work with partners to minimise the impact of development on the natural environment. …”

“Wychavon Strategic Partnership Priorities

Wychavon Strategic Partnership recognises that a number of the challenges described cannot be tackled effectively by one organisation alone. We have identified seven priorities where we will work together to make a real impact, with sustainability as an overarching principle: These are:

1. Supporting and improving the local economy.
2. Developing skills and lifelong learning.
3. Delivering housing that meets local needs.
4. Reducing health inequalities and promoting healthy lifestyles.
5. Supporting older people.
6. Providing positive activities for young people.
7. Supporting people to play an active role in their communities and to take responsibility for improving their lives. …”
### Annex B – SWDP Objectives mapped against Worcestershire SCS Objectives

<table>
<thead>
<tr>
<th>Objectives in draft SWDP</th>
<th>Policies that will help deliver objectives</th>
<th>Worcestershire SCS Objectives</th>
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<td>Economic Success That Is Shared By All</td>
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<td>1.  A skilled and prosperous economy</td>
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<td>1. Development that focuses on improving the area’s economic prosperity, delivering new jobs, retaining key employers and maximising high value employment opportunities through the right employment sites.</td>
<td>SWDP 1: Overarching Sustainability Principles</td>
<td>A. Enhanced economic prosperity through sustainable economic growth.</td>
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<td>SWDP 2: Development Strategy and Settlement Hierarchy</td>
<td>B. Improved survival rates for new and existing business.</td>
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<td>SWDP 3: Employment, Housing and Retail Provision Requirement and Delivery</td>
<td>C. A skilled workforce that meets the needs of business.</td>
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<td>1. To work with partners, in particular the Worcestershire Local Enterprise Partnership, to strengthen the urban and rural economies by enabling local businesses, including farms, to start, grow, adapt and diversify.</td>
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2. To promote the sub-regional role of Worcester as the major leisure, retail, tourist and university centre and support the sustainable growth of the city.
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| 3. To prioritise the re-development, including mixed uses, of brownfield land within the urban areas in order to aid the regeneration of the city / town centres. | SWDP 2: Development Strategy and Settlement Hierarchy  
SWDP 3: Employment, Housing and Retail Provision Requirement and Delivery  
SWDP 8: Providing the Right Land and Buildings for Jobs  
SWDP 9: Creating and Sustaining Vibrant Centres  
SWDP 10: Protection and Promotion of Shopping Choice  
SWDP 13: Effective Use of Land  
SWDP 14: Housing Mix  
SWDP 15: Meeting Affordable Housing Needs  
SWDP 21: Design  
SWDP 34: Tourist Development  
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SWDP 37: Indoor Leisure and Community Facilities  
SWDP 40: Waterfronts  
SWDP 44: Worcester City Centre  
SWDP 46: Pershore Allocations  
SWDP 47: Pershore Urban Extension  
SWDP 48: Droitwich Spa Allocations  
SWDP 49: Droitwich Spa Urban Extension  
SWDP 50: Evesham Allocations  
SWDP 51: Evesham Urban Extensions  
SWDP 53: Malvern Technology Centre (QinetiQ)  
SWDP 57: Tenbury Wells Allocations | 2. An environment that is cherished and resilient.  
B. Working better together to deliver environmental improvements. |

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<th>Stronger Communities</th>
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| 1. To deliver sufficient new homes needed by local communities and which will help support economic growth. | SWDP 1: Overarching Sustainability Principles  
SWDP 2: Development Strategy and Settlement Hierarchy  
SWDP 3: Employment, Housing and Retail Provision Requirement and Delivery  
SWDP 13: Effective Use of Land  
SWDP 15: Meeting Affordable Housing Needs  
SWDP 16: Rural Exception Sites  
SWDP 17: Gypsies, Travellers and | 1. A skilled and prosperous economy.  
A. Enhanced economic prosperity through sustainable economic growth. |
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2. To provide a balanced mix of house tenures and types, including extra care provision, to satisfy the full range of housing needs and help create active / inclusive / sustainable communities.

<p>| SWDP 1: Overarching sustainability principles | SWDP 14: Housing mix | SWDP 15: Meeting Affordable Housing Needs |
| SWDP 16: Rural Exception Sites | SWDP 17: Gypsies, Travellers and Travelling Showpeople | SWDP 19: Dwellings for Rural Workers |
| SWDP 20: Housing to Meet the Needs of Older People | SWDP 21: Design | SWDP 44: Worcester City Centre |
| SWDP 45: Directions for Growth outside the City Boundary | SWDP 46: Pershore Allocations | |</p>
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<td>3. To maximise opportunities to deliver affordable housing.</td>
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<td>4. To allocate most development in locations where there is good access to local services and where transport choice is maximised.</td>
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| 1. To ensure that the scale and type of new development does not compromise landscape character or South Worcestershire's built heritage. | SWDP 1: Overarching Sustainability Principles  
SWDP 2: Development Strategy and Settlement Hierarchy  
SWDP 3: Employment, Housing and Retail Provision Requirement and Delivery  
SWDP 5: Strategic Green Infrastructure  
SWDP 9: Creating and Sustaining Vibrant Centres | A. Protecting and enhancing the county's natural and historic environment through a better understanding of its social and economic value and its contribution to health and well-being.  
B. Working better together to deliver environmental improvements.  
C. Mitigating and adapting to climate change. |
<p>| 5. Providing a basis for Neighbourhood Plans | All policies | 2. An environment that is cherished and resilient |</p>
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SWDP 17: Travellers and Travelling Showpeople  
SWDP 18: Replacement Dwellings in the Open Countryside  
SWDP 19: Dwellings for Rural Workers  
SWDP 21: Design  
SWDP 22: Biodiversity and Geodiversity  
SWDP 23: AONBs  
SWDP 24: Historic Environment  
SWDP 25: Landscape Character  
SWDP 27: Renewable and Low Carbon Energy  
SWDP 34: Tourist Development  
SWDP 35: Visitor Accommodation  
SWDP 36: Static and Touring Caravans, Chalets and Camping Sites  
SWDP 38: Protecting Open Space for Sport and Recreation  
SWDP 40: Waterfronts  
SWDP 41: Marinas and Moorings  
SWDP 42: Residential Moorings  
SWDP 44: Worcester City Centre  
SWDP 45: Directions for growth outside the City boundary  
SWDP 46: Pershore Allocations  
SWDP 48: Droitwich Spa Allocations  
SWDP 49: Droitwich Spa Urban Extension  
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SWDP 54: Malvern Technology Centre (QinetiQ)  
SWDP 54: Blackmore Park  
SWDP 55: Three Counties Showground  
SWDP 56: Development at North East Malvern  
SWDP 57: Tenbury Wells Allocations  
SWDP 58: Upton upon Severn Allocations | 2. To ensure development is designed to the highest possible environmental standards in order to minimise carbon emissions resource  
SWDP 1: Overarching Sustainability Principles  
SWDP 2: Development Strategy and Settlement Hierarchy | C Mitigating and adapting to climate change. |

SWDP proposed submission document – consultation version January 2013
<table>
<thead>
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</table>
| consumption, pollution, flood risk and increase the proportion of renewable energy. | SWDP 4: Moving Around South Worcestershire  
SWDP 5: Strategic Green Infrastructure  
SWDP 9: Creating and Sustaining Vibrant Centres  
SWDP 12: Rural Employment  
SWDP 18: Replacement Dwellings in the Open Countryside  
SWDP 19: Dwellings for Rural Workers  
SWDP 21: Design  
SWDP 24: Historic Environment  
SWDP 27: Renewable and Low Carbon Energy  
SWDP 28: Management of Flood Risk  
SWDP 30: Water Resources, Efficiency and Treatment  
SWDP 31: Pollution  
SWDP 33: Waste  
SWDP 34: Tourist Development  
SWDP 35: Visitor Accommodation  
SWDP 36: Static and Touring Caravans, Chalets and Camping Sites  
SWDP 37: Indoor Leisure and Community Facilities  
SWDP 38: Protecting Open Space for Sport and Recreation  
SWDP 40: Waterfronts  
SWDP 41: Marinas and Moorings  
SWDP 44: Worcester City Centre  
SWDP 45: Directions for Growth Outside the City Boundary  
SWDP 46: Pershore Allocations  
SWDP 47: Pershore Urban Extension  
SWDP 48: Droitwich Spa Allocations  
SWDP 49: Droitwich Spa Urban Extension  
SWDP 54: Malvern Innovation and Technology Park  
SWDP 55: Blackmore Park  
SWDP 56: Three Counties Showground  
SWDP 56: Development at North East Malvern | |

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</table>
| 3. **To maintain open landscape and prevent the merging of settlements in both Green Belt and non-Green Belt locations.** | SWDP 2: Development Strategy and Settlement Hierarchy  
SWDP 5: Strategic Green Infrastructure  
SWDP 17: Travellers and Travelling Showpeople  
SWDP 18: Replacement Dwellings in the Open Countryside  
SWDP 25: Landscape character  
SWDP 35: Visitor Accommodation  
SWDP 39: Provision for Open Space, Sport and Recreation Uses in New Development  
SWDP 40: Waterfronts  
SWDP 44: Worcester City Centre  
SWDP 47: Pershore Urban Extension  
SWDP 48: Droitwich Spa Allocations  
SWDP 49: Droitwich Spa Urban Extension  
SWDP 50: Evesham Allocations  
SWDP 51: Evesham Urban Extensions  
SWDP 56: Three Counties Showground  
SWDP 56: Development at North East Malvern  
SWDP 58: Tenbury Wells Allocations  
SWDP 59: Upton upon Severn Allocations | A. Protecting and enhancing the county's natural and historic environment through a better understanding of its social and economic value and its contribution to health and well-being. |
| 4. **To protect the Green Infrastructure Network and take every opportunity to increase its coverage and quality.** | SWDP 2: Development Strategy and Settlement Hierarchy  
SWDP 5: Strategic Green Infrastructure  
SWDP 18: Replacement Dwellings in the Open Countryside  
SWDP 19: Dwellings for Rural Workers  
SWDP 22: Biodiversity and geodiversity  
SWDP 23: AONBs  
SWDP 24: Historic Environment  
SWDP 25: Landscape Character | B. Working better together to deliver environmental improvements. |
<table>
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| SWDP 34: Tourist Development  
SWDP 38: Protecting Open Space for Sport and Recreation  
SWDP 39: Provision for Open Space, Sport and Recreation Uses in New Development  
SWDP 40: Waterfronts  
SWDP 41: Marinas and Moorings  
SWDP 42: Residential Moorings  
SWDP 44: Worcester City Centre  
SWDP 45: Directions for Growth Outside the City Boundary  
SWDP 46: Pershore Allocations  
SWDP 47: Pershore Urban Extension  
SWDP 48: Droitwich Spa Allocations  
SWDP 49: Droitwich Spa Urban Extension  
SWDP 50: Evesham Allocations  
SWDP 51: Evesham Urban Extensions  
SWDP 52: Malvern Sites  
SWDP 53: Malvern Technology Centre (QinetiQ)  
SWDP 54: Blackmore Park  
SWDP 55: Three Counties Showground  
SWDP 56: Development at North East Malvern  
SWDP 57: Tenbury Wells Allocations | | |
| 5. To enhance biodiversity, geodiversity, landscape quality, water quality and protect the highest quality agricultural land.  
SWDP 1: Overarching sustainability principles  
SWDP 2: Development Strategy and Settlement Hierarchy  
SWDP 19: Dwellings for Rural Workers  
SWDP 22: Biodiversity and Geodiversity  
SWDP 23: AONBs  
SWDP 24: Historic Environment  
SWDP 25: Landscape Character  
SWDP 30: Water Resources, Efficiency and Treatment  
SWDP 31: Pollution  
SWDP 33: Waste  
SWDP 34: Tourist Development  
SWDP 38: Protecting Open Space | E. Protecting and enhancing the county's natural and historic environment through a better understanding of its social and economic value and its contribution to health and well-being. |
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>for Sport and Recreation</td>
<td>SWDP 39: Provision for Open Space, Sport and Recreation Uses in New Development</td>
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</tr>
<tr>
<td>SWDP 42: Residential Moorings</td>
<td>SWDP 44: Worcester City Centre</td>
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<tr>
<td>SWDP 45: Directions for Growth Outside the City Boundary</td>
<td>SWDP 47: Pershore Urban Extension</td>
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<td>SWDP 48: Droitwich Spa Allocations</td>
<td>SWDP 49: Droitwich Spa Urban Extension</td>
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<tr>
<td>SWDP 50: Evesham Allocations</td>
<td>SWDP 51: Evesham Urban extensions</td>
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<tr>
<td>SWDP 55: Three Counties Showground</td>
<td>SWDP 56: Development at North East Malvern</td>
<td></td>
</tr>
<tr>
<td>SWDP 57: Tenbury Wells Allocations</td>
<td>SWDP 58: Upton upon Severn Allocations</td>
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</tbody>
</table>

### Improving Health and Well-being

<table>
<thead>
<tr>
<th>Improving Health and Well-being</th>
<th>Policies that will help deliver objectives</th>
<th>Worcestershire SCS Objectives</th>
</tr>
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</table>
### Objectives in draft SWDP

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<tr>
<th>Policies that will help deliver objectives</th>
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</tr>
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<tbody>
<tr>
<td>SWDP 48: Droitwich Spa Allocations</td>
<td></td>
</tr>
<tr>
<td>SWDP 49: Droitwich Spa Urban Extension</td>
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<td>SWDP 50: Evesham Allocations</td>
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<tr>
<td>SWDP 51: Evesham Urban Extensions</td>
<td></td>
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<tr>
<td>SWDP 52: Malvern Allocations</td>
<td></td>
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<tr>
<td>SWDP 54: Malvern Technology Centre (QinetiQ)</td>
<td></td>
</tr>
<tr>
<td>SWDP 56: Development at North East Malvern</td>
<td></td>
</tr>
</tbody>
</table>

### 2. To ensure that new development sets out high quality formal / informal recreational opportunities and contributes to enhanced sporting facilities in order to encourage healthy lifestyles.

| SWDP 1: Overarching Sustainability Principles                                                             | A. To reduce health inequalities between social groups in terms of health and quality of life outcomes. |
| SWDP 5: Strategic Green Infrastructure                                                                  |                                                     |
| SWDP 24: Historic Environment                                                                          |                                                     |
| SWDP 25: Landscape Character                                                                            |                                                     |
| SWDP 37: Indoor Leisure and Community Facilities                                                         |                                                     |
| SWDP 38: Protecting Open Space for Sport and Recreation                                                 |                                                     |
| SWDP 39: Provision for Open Space, Sport and Recreation Uses in New Development                          |                                                     |
| SWDP 40: Waterfronts                                                                                    |                                                     |
| SWDP 41: Marinas and Moorings                                                                           |                                                     |
| SWDP 44: Worcester City Centre                                                                          |                                                     |
| SWDP 45: Directions for Growth Outside the City Boundary                                                 |                                                     |
| SWDP 46: Pershore Allocations                                                                           |                                                     |
| SWDP 47: Pershore Urban Extension                                                                       |                                                     |
| SWDP 48: Droitwich Spa Allocations                                                                      |                                                     |
| SWDP 49: Droitwich Spa Urban Extension                                                                   |                                                     |
| SWDP 50: Evesham Allocations                                                                            |                                                     |
| SWDP 51: Evesham Urban Extensions                                                                       |                                                     |
| SWDP 52: Malvern Allocations                                                                            |                                                     |
| SWDP 53: Malvern Technology Centre (QinetiQ)                                                            |                                                     |
| SWDP 56: Development at North East Malvern                                                              |                                                     |
| SWDP 57: Tenbury Wells Allocations                                                                     |                                                     |
| SWDP 58: Upton upon Severn Allocations                                                                  |                                                     |

### 3. To promote opportunities and...

| SWDP 2: Development Strategy and...                                                                      | 1. A skilled and prosperous                                  |

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<table>
<thead>
<tr>
<th>Objectives in draft SWDP</th>
<th>Policies that will help deliver objectives</th>
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</tr>
</thead>
</table>
| Access to a range of skills / vocational training and levels of education for all generations. | Settlement Hierarchy  
SWDP 4: Moving Around South Worcestershire  
SWDP 8: Providing the Right Land and Buildings for Jobs  
SWDP 37: Indoor Leisure and Community Facilities  
SWDP 44: Worcester City Centre  
SWDP 45: Directions for Growth Outside the City Boundary  
SWDP 47: Pershore Urban Extension  
SWDP 48: Droitwich Spa Allocations  
SWDP 49: Droitwich Spa Urban Extension  
SWDP 50: Evesham Allocations  
SWDP 51: Evesham Urban extensions  
SWDP 53: Malvern Technology Centre (QinetiQ)  
SWDP 54: Blackmore Park  
SWDP 55: Three Counties Showground  
Site allocations policies | **Economy**  
C. A skilled workforce that meets the needs of business. |

<table>
<thead>
<tr>
<th>Communities that are Safe and feel Safe</th>
<th></th>
<th></th>
</tr>
</thead>
</table>
| 1. All new development to employ 'Secured by Design' principles. | SWDP 37: Indoor Leisure and Community Facilities  
SWDP 38: Protecting Open Space for Sport and Recreation  
SWDP 44: Worcester City Centre  
SWDP 45: Directions for growth outside the City boundary  
SWDP 46: Pershore Allocations  
SWDP 47: Pershore Urban Extension  
SWDP 48: Droitwich Spa Allocations  
SWDP 49: Droitwich Spa Urban Extension  
SWDP 50: Evesham Allocations  
SWDP 51: Evesham Urban extensions  
SWDP 52: Malvern Allocations  
SWDP 53: Malvern Technology Centre (QinetiQ)  
SWDP 54: Blackmore Park  
SWDP 55: Three Counties Showground | 2. An environment that is cherished and resilient  
B. Working better together to deliver environmental improvements. |

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| SWDP 56: Development at North East Malvern  
SWDP 57: Tenbury Wells Allocations  
SWDP 58: Upton upon Severn Allocations | SWDP 1: Overarching sustainability principles  
SWDP 4: Moving Around South Worcestershire  
SWDP 7: Infrastructure  
SWDP 9: Creating and Sustaining Vibrant Centres  
SWDP 37: Indoor Leisure and Community Facilities  
SWDP 38: Protecting Open Space for Sport and Recreation  
SWDP 39: Provision for Open Space, Sport and Recreation Uses in New Development  
SWDP 44: Worcester City Centre  
SWDP 45: Directions for Growth Outside the City Boundary  
SWDP 46: Pershore Allocations  
SWDP 47: Pershore Urban Extension  
SWDP 48: Droitwich Spa Allocations  
SWDP 49: Droitwich Spa Urban Extension  
SWDP 50: Evesham Allocations  
SWDP 51: Evesham Urban extensions  
SWDP 52: Malvern Allocations  
SWDP 53: Malvern Technology Centre (QinetiQ)  
SWDP 54: Three Counties Showground  
SWDP 56: Development at North East Malvern  
SWDP 57: Tenbury Wells Allocations  
SWDP 58: Upton upon Severn Allocations  
Site allocation policies | 2. An environment that is cherished and resilient  
B. Working better together to deliver environmental improvements. |

2. All new development to contribute in full to the provision of accessible community infrastructure in order to increase 'footfall' / pedestrian movements in public places.
<p>| SWDP 1: Overarching Sustainability Principles | All policies |
| SWDP 2: Development Strategy and Settlement Hierarchy | SWDP 3, SWDP 4, SWDP 7, SWDP 8, SWDP 9, SWDP 16, SWDP 21 |
| SWDP 3: Employment, Housing and Retail Provision Requirement and Delivery | SWDP 10, SWDP 12, SWDP 13, SWDP 14, SWDP 15, SWDP 16, SWDP 18, SWDP 19, SWDP 42 |
| SWDP 4: Moving Around South Worcestershire | SWDP 7, SWDP 11, SW Infrastructure Delivery Plan |
| SWDP 5: Strategic Green Infrastructure | SWDP 1, SWDP 22, SWDP 29, SWDP 38, SWDP 39 |
| SWDP 6: Historic Environment | SWDP 18, SWDP 21, SWDP 24, SWDP 40, SWDP43-61 |
| SWDP 7: Infrastructure | SWDP 5 |
| SWDP 8: Providing the Right Land and Buildings for Jobs | SWDP |
| SWDP 9: Creating and Sustaining Vibrant Centres |  |
| SWDP 10: Protection and Promotion of Shopping Choice |  |
| SWDP 11: Vale of Evesham Heavy Goods Vehicles Control Zone | SWDP 4, SWDP 8, SWDP 12 |
| SWDP 12: Rural Employment | SWDP1, SWDP 8, SWDP 19, SWDP 34, |
| SWDP 13: Effective Use of Land |  |
| SWDP 14 Housing Mix | SWDP 1, SWDP 2, SWDP 3, SWDP 4, SWDP 13, SWDP 15, SWDP 20, SWDP 21 |
| SWDP 15 Meeting Affordable Housing Needs | SWDP 1, SWDP 2, SWDP 3, SWDP 4, SWDP 7, SWDP 13, SWDP 14, SWDP 16, SWDP 20, SWDP 21 |
| SWDP 16 Rural Exception Sites | SWDP 1, SWDP 2, SWDP 7, SWDP 13, SWDP 21 |
| SWDP 17 Gypsies and Travellers | SWDP 1, SWDP 23, SWDP 25, SWDP 44 |
| SWDP 18 Replacement Dwellings | SWDP 1, SWDP 19, SWDP 21, SWDP 25 |
| SWDP 19 Dwellings for Rural Workers | SWDP 1, SWDP 12, SWDP 18, SWDP 21, SWDP 25 |
| SWDP 20 Housing to Meet the Needs of Older People | SWDP 1, SWDP 2, SWDP 3, SWDP 4, SWDP 7, SWDP 13, SWDP 15, SWDP 21 |
| SWDP 21: Design | SWDP6, SWDP 23, SWDP25, SWDP 40, SWDP 43-61 |
| SWDP 22: Biodiversity and Geodiversity | SWDP 1, SWDP 5, SWDP 21, SWDP 29, SWDP 30, SWDP 38 |
| SWDP 23: AONBs | SWDP 1, SWDP 5, SWDP 21, SWDP 25 |
| SWDP 24: Historic Environment | SWDP 6, SWDP 21, SWDP 43-61 |
| SWDP 25: Landscape Character | SWDP 1, SWDP 2, SWDP 21, SWDP 23 |
| SWDP 26: Telecoms and Broadband | SWDP 7, SWDP 12, SWDP 13, all site allocations policies |
| SWDP 27 Renewable and Low Carbon Energy | SWDP 1, SWDP 21 |
| SWDP 28: Management of Flood Risk | SWDP 5, SWDP 22, SWDP 29, SWDP 30, SWDP 31, SWDP 34, SWDP 35, SWDP 36, SWDP 39, SWDP 40, SWDP 41, SWDP 42 |
| SWDP 29: Sustainable Drainage Systems | SWDP 21, SWDP 28, SWDP 30, SWDP 31 |
| SWDP 30: Water Resources, Efficiency and Treatment | SWDP 1, SWDP 7, SWDP 21, SWDP 28, SWDP 32 |
|------------------------------------------------|
| SWDP 31: Pollution                               | SWDP 1, SWDP 22, SWDP 29, SWDP 30 |
| SWDP 32: Minerals                                | SWDP 1, SWDP 21, SWDP 6/6, 6/12, 6/16, 8/4, 19/1, 23/2, 23/16, 23/17, 23/24, 23/31, 23/32, 24/3, 24/7, 24/14, 24/15, 24/17, 24/20, 24/22, 25/2, 25/10 |
| Saved minerals policies in Worcestershire County Structure Plan and Minerals Local Plan |
| SWDP 33: Waste                                   | SWDP 21, Waste Core Strategy |
| SWDP 34: Tourist Development                     | SWDP 21, SWDP24, SWDP35, SWDP 36 |
| SWDP 35: Visitor Accommodation                   | SWDP 21, SWDP24, SWDP35, SWDP 36 |
| SWDP 36: Static and Touring Caravans, Chalets and Camping Sites | SWDP34 |
| SWDP 37: Indoor Leisure and Community Facilities | SWDP 1 |
| SWDP 38: Local Green Networks                    | SWDP 5, SWDP 29, SWDP 39 |
| SWDP 39: Provision for Outdoor Community Uses in New Development | SWDP 1, SWDP 5, SWDP 21, SWDP 38 |
| SWDP 40: Waterfronts                             | SWDP 21, SWDP 24, SWDP 41, SWDP 42 |
| SWDP 41: Marinas and Moorings                    | SWDP 21, SWDP 24, SWDP40, SWDP 42 |
| SWDP 42: Residential Moorings                    | SWDP 21, SWDP24, SWDP 40, SWDP 41 |
| SWDP 43: Worcester City Allocations              | SWDP 6, SWDP 21, SWDP 24 |
| SWDP 44: Worcester City Centre                   | SWDP 6, SWDP 21, SWDP 24 |
| SWDP 45: Directions for Growth Outside the City Boundary | SWDP 1, SWDP 2, SWDP 3, SWDP 4, SWDP 5, SWDP 7, SWDP 13, SWDP 14, SWDP 15, SWDP 20, SWDP 21, SWDP 24, SWDP 26, SWDP 27, SWDP 29, SWDP 32, SWDP 39 |
| SWDP 46 Pershore Allocations                     | SWDP 1, SWDP 2, SWDP 3, SWDP 4, SWDP 5, SWDP 7, SWDP 13, SWDP 14, SWDP 15, SWDP 20, SWDP 21, SWDP 24, SWDP 26, SWDP 27, SWDP 29, SWDP 32, SWDP 39 |
| SWDP 47 Pershore Urban Extensions                | SWDP 1, SWDP 2, SWDP 3, SWDP 4, SWDP 5, SWDP 7, SWDP 13, SWDP 14, SWDP 15, SWDP 20, SWDP 21, SWDP 22, SWDP 25, SWDP 26, SWDP 27, SWDP 29, SWDP 32, SWDP 36, SWDP 39 |
| SWDP 48 Droitwich Spa Allocations                | SWDP 1, SWDP 2, SWDP 3, SWDP 4, SWDP 5, SWDP 7, SWDP 13, SWDP 14, SWDP 15, SWDP 20, SWDP 21, SWDP 22, SWDP 25, SWDP 26, SWDP 27, SWDP 29, SWDP 32, SWDP 36, SWDP 39 |
| SWDP 49: Droitwich Spa Urban Extension           | SWDP 1, SWDP 2, SWDP 3, SWDP 4, SWDP 5, SWDP 7, SWDP 13, SWDP 14, SWDP 15, SWDP 20, SWDP 21, SWDP 22, SWDP 25, SWDP 26, SWDP 27, SWDP 29, SWDP 32, SWDP 36, SWDP 39 |
| SWDP 50: Evesham Allocations                     | SWDP 1, SWDP 2, SWDP 3, SWDP 4, SWDP 5, SWDP 7, SWDP 13, SWDP 14, SWDP 15, SWDP 20, SWDP 21, SWDP 22, SWDP 25, SWDP 26, SWDP 27, SWDP 29, SWDP 32, SWDP 36, SWDP 39 |
| SWDP 51: Evesham Urban Extensions                | SWDP 1, SWDP 2, SWDP 3, SWDP 4, SWDP 5, SWDP 7, SWDP 13, SWDP 14, SWDP 15, SWDP 20, SWDP 21, SWDP 22, SWDP 25, SWDP 26, SWDP 27, SWDP 29, SWDP 32, SWDP 36, SWDP 39 |</p>
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<tr>
<th>SWDP 52: Malvern Allocations</th>
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<tr>
<td>SWDP 53: Malvern Technology Centre (QinetiQ)</td>
<td>SWDP 1, SWDP 3, SWDP 4, SWDP 8, SWDP 13, SWDP 14, SWDP 15, SWDP 21, SWDP 22, SWDP 27, SWDP 39</td>
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<tr>
<td>SWDP 54: Blackmore Park</td>
<td>SWDP 1, SWDP 3, SWDP 5, SWDP 7, SWDP 8, SWDP 22, SWDP 25, SWDP 27</td>
</tr>
<tr>
<td>SWDP 55: Three Counties Showground</td>
<td>SWDP 1, SWDP 4, SWDP 5, SWDP 7, SWDP 12, SWDP 21, SWDP 22, SWDP 23, SWDP 25, SWDP 27, SWDP 28, SWDP 33, SWDP 34</td>
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<tr>
<td>SWDP 56: Development at north east Malvern</td>
<td>SWDP 1, SWDP 2, SWDP 3, SWDP 4, SWDP 5, SWDP 7, SWDP 8, SWDP 13, SWDP 14, SWDP 15, SWDP 20, SWDP 21, SWDP 22, SWDP 24, SWDP 25, SWDP 27, SWDP 28, SWDP 29, SWDP 39</td>
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<tr>
<td>SWDP 57: Tenbury Wells Allocations</td>
<td>SWDP 1, SWDP 2, SWDP 3, SWDP 4, SWDP 5, SWDP 7, SWDP 10, SWDP 13, SWDP 14, SWDP 15, SWDP 21, SWDP 22, SWDP 24, SWDP 25, SWDP 27, SWDP 28, SWDP 29, SWDP 38</td>
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<tr>
<td>SWDP 58: Upton upon Severn Allocations</td>
<td>SWDP 1, SWDP 2, SWDP 3, SWDP 4, SWDP 5, SWDP 7, SWDP 13, SWDP 14, SWDP 15, SWDP 21, SWDP 22, SWDP 24, SWDP 25, SWDP 27, SWDP 28, SWDP 29, SWDP 33, SWDP 39</td>
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<tr>
<td>SWDP 59: Cat 1 Allocations</td>
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<tr>
<td>SWDP 60: Cat 2 Allocations</td>
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</tr>
<tr>
<td>SWDP 61: Cat 3 Allocations</td>
<td>SWDP 1, SWDP 2, SWDP 3, SWDP 4, SWDP 5, SWDP 7, SWDP 13, SWDP 14, SWDP 21, SWDP 22, SWDP 24, SWDP 25, SWDP 27, SWDP 28, SWDP 29, SWDP 39</td>
</tr>
</tbody>
</table>
Annex D

Hierarchy of Settlements

The results of both the Village Facilities Survey and the Rural Public Transport Survey enable the various settlements surveyed to be ranked as follows.

Category 1

Settlements in this category have at least four key services and score at least 16 points in the Village Facilities Survey. In addition they have access to all daytime journey types (A, B, C, D, E, G, I).

<table>
<thead>
<tr>
<th>MALVERN HILLS DISTRICT</th>
<th>WYCHAVON DISTRICT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abberley Common</td>
<td>Broadway</td>
</tr>
<tr>
<td>Clifton-on-Teme</td>
<td>Ombersley</td>
</tr>
<tr>
<td>Great Witley</td>
<td>Wychbold</td>
</tr>
<tr>
<td>Hallow</td>
<td>Inkberrow</td>
</tr>
<tr>
<td>Hanley Swan</td>
<td>Bredon</td>
</tr>
<tr>
<td>Kempsey</td>
<td>Badsey</td>
</tr>
<tr>
<td>Lower Broadheath</td>
<td>Honeybourne</td>
</tr>
<tr>
<td>Martley</td>
<td>Hartlebury</td>
</tr>
<tr>
<td>Welland</td>
<td>Offenham</td>
</tr>
</tbody>
</table>

Category 2

Settlements in this category have at least two key services including a shop and have access to at least daily services for employment and shopping purposes (A and B journey types).

<table>
<thead>
<tr>
<th>MALVERN HILLS DISTRICT</th>
<th>WYCHAVON DISTRICT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bayton</td>
<td>Ashton Under Hill</td>
</tr>
<tr>
<td>Broadwas</td>
<td>Beckford</td>
</tr>
<tr>
<td>Callow End</td>
<td>Bretforton</td>
</tr>
<tr>
<td>Clows Top</td>
<td>Cropthorne</td>
</tr>
<tr>
<td>Leigh Sinton</td>
<td>Drakes Broughton</td>
</tr>
<tr>
<td>Powick &amp; Colletts Green</td>
<td>Eckington</td>
</tr>
<tr>
<td>Rushwick</td>
<td>Fernhill Heath</td>
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<tr>
<td>Suckley</td>
<td>Fladbury</td>
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<td>Flyford Flavell</td>
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<td>Harvington</td>
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<td>Overbury</td>
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<td>Pinvin</td>
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<td></td>
<td>Sedgeberrow</td>
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</tbody>
</table>
Category 3

Settlements in this category have at least one key service (other than a parish/ village hall) and have access within the settlement to at least a daily bus service to a “designated town”, or three of the journey types.

<table>
<thead>
<tr>
<th>MALVERN HILLS DISTRICT</th>
<th>WYCHAVON DISTRICT</th>
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<tbody>
<tr>
<td>Astley</td>
<td>Bishampton</td>
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<td>Bransford</td>
<td>Blackminster</td>
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<td>Corse Lawn</td>
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<td>Eardiston</td>
<td>Church Lench</td>
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<tr>
<td>Grimley</td>
<td>Cleeve Prior</td>
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<tr>
<td>Hanley Castle</td>
<td>Conderton</td>
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<tr>
<td>Holt Heath</td>
<td>Cumnall Green</td>
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<tr>
<td>Knightwick</td>
<td>Crossway Green</td>
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<tr>
<td>Lindridge</td>
<td>Crowle</td>
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<td>Longley Green</td>
<td>Defford</td>
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<td>Mamble</td>
<td>Elmley Castle</td>
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<td>Hanbury</td>
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<td>Ripple</td>
<td>Himbleton</td>
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<tr>
<td>Ryall &amp; Holly Green</td>
<td>Kemerton</td>
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<tr>
<td>Shrawley</td>
<td>Littleworth</td>
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<tr>
<td>Tunnel Hill</td>
<td>Lower Moor</td>
</tr>
<tr>
<td>Upper Broadheath</td>
<td>North and Middle Littleton</td>
</tr>
<tr>
<td>Upper Welland</td>
<td>Norton-Juxta-Kempsey</td>
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<td></td>
<td>Pebworth</td>
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<td></td>
<td>Peopleton</td>
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<td></td>
<td>Stoke Prior</td>
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<td></td>
<td>Tibberton</td>
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<td></td>
<td>Upton Warren</td>
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<td></td>
<td>Whittington</td>
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</tbody>
</table>

Lower Categories:

4A The following settlements have access to services although there is limited or no bus service provision:
The following settlements have low / medium level of public transport provision and low services / facility provision:

<table>
<thead>
<tr>
<th>MALLOW HILLS DISTRICT</th>
<th>WYCHAVON DISTRICT</th>
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</thead>
<tbody>
<tr>
<td>Alfrick Pound</td>
<td>Abbots Morton</td>
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<tr>
<td>Alfrick</td>
<td>Aldington</td>
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<tr>
<td>Bayton Common</td>
<td>Bevere</td>
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<tr>
<td>Clifton</td>
<td>Birlingham</td>
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<tr>
<td>Eastham</td>
<td>Bredon's Hardwick</td>
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<tr>
<td>Leigh</td>
<td>Charlton</td>
</tr>
<tr>
<td>Little Witley</td>
<td>Cookhill</td>
</tr>
<tr>
<td>Newland</td>
<td>Grafton Flyford</td>
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<tr>
<td>Newnham Bridge</td>
<td>Hinton On The Green</td>
</tr>
<tr>
<td>Severn Stoke</td>
<td>Kinsham</td>
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</table>

MALVERN HILLS DISTRICT | WYCHAVON DISTRICT
---|---
Abberley Village | Abberton
Astley Burf | Aston Somerville
Berrow | Bredon's Norton
Broadheath | Broughton Hackett
Bushley (including Bushley Green) | Childswickham
Dunley | Dunhampstead
Earls Croome | Great Comberton
Guarford | Little Comberton
Hanley Child | Hampton Lovett
Kerswell Green | Hindlip
Knighton-on-Teme | Kington
Longdon | Stock And Bradley
Madresfield | Throckmorton
Menithwood | White Ladies Aston & Sneachill
Pensax | Wickhamford
Rochford and Upper Rochford | STOCK AND BRADLEY
Sinton Green | Throckmorton
Smith End Green | White Ladies Aston & Sneachill
Stanford on Teme | Wickhamford
Stoke Bliss | Wickhamford

4B
Villages considered to be in the open countryside

The following settlements have no key services and limited or no bus provision:

<table>
<thead>
<tr>
<th>MALVERN HILLS DISTRICT</th>
<th>WYCHAVON DISTRICT</th>
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<tbody>
<tr>
<td>Baughton</td>
<td>Atch Lench</td>
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<tr>
<td>Birt Street</td>
<td>Hadzor</td>
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<tr>
<td>Brockamin</td>
<td>Hatfield</td>
</tr>
<tr>
<td>Castlemorton</td>
<td>Huddington</td>
</tr>
<tr>
<td>Cotheridge</td>
<td>Naunton Beaucamp</td>
</tr>
<tr>
<td>Frith Common</td>
<td>Netherton</td>
</tr>
<tr>
<td>Gilberts End</td>
<td>Oddingley</td>
</tr>
<tr>
<td>Green Street</td>
<td>Sytchampton</td>
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<tr>
<td>High Green</td>
<td>Uphampton</td>
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<tr>
<td>Kinnersley</td>
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<tr>
<td>Lower Sapey</td>
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<tr>
<td>Monkwood</td>
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<tr>
<td>Naunton</td>
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<tr>
<td>Rye Street</td>
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<td>Shoulton</td>
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<td>Stanford Bridge</td>
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<tr>
<td>Stonehall</td>
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<tr>
<td>Uckinghall</td>
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</tbody>
</table>
Annex E – South Worcestershire Housing Trajectories

HOUSING TRAJECTORIES: SUB-AREAS AND WORCESTER CITY

Four sets of graphs illustrate the housing trajectories for:

- Wider Worcester Area (WWA) This sub-area includes Worcester City and the Worcester Urban Extensions.
- Worcester City.
- Malvern Hills Sub-Area (this excludes WWA).
- Wychavon Sub-Area (this excludes WWA).

The graphs display the forecast delivery of dwellings delivered through development, bringing empty homes back into use and release of C3 dwellings through development of C2 Extra-Care (High Care Package) housing.

As well as past and forecast completions, the graphs illustrate analysis based on:

- plan (SWDP 3 – annualised provision).
- monitor.
- manage.

The November 2012 Housing Background Paper sets out detailed evidence about the housing trajectories.
WIDER WORCESTER AREA (WWA SUB AREA)
WORCESTER CITY

(Part of the Wider Worcester Area)
ANNEX F

Marketing Requirements (SWDP 8, SWDP 12)

The partner authorities will consider the failure to let premises for their approved use as a material planning consideration, where the following considerations apply (It should be noted that there are numerous material considerations when considering change of use applications and there will be circumstances when change of use will be approved regardless of the prior marketing of the property):

1. The property has been offered for lease and, where practical, for sale with a commercial property agent for at least two years immediately prior to the submission of a planning application.

2. The rental and asking price are realistic when compared to other similar property in south Worcestershire.

3. A marketing report is submitted with the application. As a minimum, a marketing report should include:
   a. An evidence-based assessment of the market for the existing and proposed uses of the property.
   b. A copy of the agents’ marketing material used to describe the property.
   c. Details of all advertising relating to the property.
   d. Details of all prospective occupiers or purchasers who have contacted the agent together with the reasons they did not pursue their interest in the property.

It will not be necessary to comply with these requirements on all occasions. It will be up to the decision-maker to decide if the market conditions for classes of property or the individual characteristics of the property mean that it is unlikely to be re-let for the approved use.

It is recognised that not all property can be advertised on a freehold basis; for instance a single floor of an office block or a shop with other commercial uses on upper floors.
ANNEX G

Additional information required to justify planning permission (SWDP 19 - Tests for rural workers' dwellings / occupancy conditions)

The National Planning Policy Framework, paragraph 55, states that local planning authorities should avoid allowing isolated new homes in the countryside unless there are special circumstances such as: “the essential need for a rural worker to live permanently at or near their place of work in the countryside”.

This “essential need” should be evidenced, to demonstrate that it is essential to the proper functioning of the enterprise for one or more workers to be readily available on site during the majority of the time:

1. **Functional need for a dwelling**

   Evidence will be required to prove that any additional dwelling proposed for the operation of the farm / rural enterprise is necessary because:
   
   a. For reason of animal welfare, security of animal stock or other stock, security of buildings or machinery, or the maintenance or delivery of essential processes, a full-time worker is required to live on the unit for most of the year.
   
   b. No other dwellings are available within or adjacent to the site or a nearby settlement that can meet the required need.
   
   c. Existing residential accommodation on the unit will be expected to be retained for operation of the rural enterprise, and linked to the rural enterprise by a legal agreement.

2. **Economic sustainability of the enterprise**

   Evidence will be required to establish.
   
   a. that the existing and proposed rural enterprise can be sustained and is likely to remain viable in the foreseeable future.
   
   b. that the size of the dwelling proposed is commensurate with the established functional requirement of the enterprise.

**Occupancy conditions**

In order to ensure that the dwellings are kept available for meeting need for as long as it exists, occupancy conditions will be placed on the dwelling. The condition will only allow occupation by someone solely, mainly, or last working in agriculture, forestry or another essential rural enterprise in the area as a whole and not just on that particular unit.
Annex H - Boundary of Worcester City Centre
Table to be read in conjunction with Policy SWDP 7, Infrastructure 22nd November 2012, with minor amendments up to 09/01/2013

Notes: (To be updated)

1. Policy numbers (in this version) are as up to date as possible - they may need some updating to the final list of policy numbers (when known).
2. The transportation measures needed to support the SWDP have been identified on the basis of an assessment of the performance of the network with SWDP growth in place. The transport schemes proposed have been identified to mitigate against predicted future year transport issues and cover highways, passenger transport cycle and walk infrastructure and services.
3. In identifying the future year transport infrastructure and service schemes, the work has, where appropriate, drawn on existing LTP3 Transport Packages. Where additional (SWDP growth related) transport issues have been identified which were not previously covered in the LTP3, the necessary infrastructure and service enhancements have been developed and costed.
4. The transportation schemes have been identified on the basis of the cumulative impact of SWDP developments on the local and strategic transport network. Individual site policies (e.g. SWDP45/1 Worcester South Urban Extension) refer to specific schemes; however development will be expected to contribute to projects/schemes on the evidence of their cumulative impact across the transport network; therefore, it is likely that developer contributions will not be limited to just one scheme.
5. The cumulative impact is a key issue for Worcestershire County Council (and its key stakeholders) as it has to manage the network such that it supports the key policy aim of supporting economic growth. This aim would be undermined in the event of increased costs being imposed on businesses, other network users and transport operators arising from traffic congestion, inadequate levels of service on and performance of, the rail and bus networks and increased and variable journey times and costs. It is critical, therefore, that the cumulative effects of increased travel demand are properly understood and mitigating measures identified.
6. “Developer” contributions typically arise at present from S 106 payments which may be targeted at a specific project or a pooled contribution. Once CIL comes into effect (which should be the case for most of the plan period) that will be a source of pooled developer contributions.
7. Some rounding differences may occur where costs are summarised to £million to 2 decimal places.
8. Whilst all costs are estimates at this stage it should be noted that in the “Movement” sections the costs do not include land acquisition and CPO costs (if needed), passenger transport operating costs and local highways agreements under Highways Act Section 278.
9. Abbreviations:
Annex I

SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE
WORK IN PROGRESS - Considered at December 2012 SWC Council meetings

- BW = British Waterways
- County = Worcestershire County Council (as transport authority and as the local authority for other services such as adult social care, children’s services, countryside services etc. etc.)
- DfT = Department for Transport
- EA = Environment Agency
- FC = Forestry Commission
- HA = Highways Agency
- PT = Public transport generally
- SE = Sport England
- STWL = Severn Trent Water Limited
- SWC = South Worcestershire Councils, i.e. Malvern Hills District Council, Worcester City Council and Wychavon District Council acting collectively.
- WMP = West Mercia Police
- WTSMSB = Worcester Transport Strategy Major Scheme Bid
- WWT = Worcestershire Wildlife Trust

Other details

Transport Notes (see Section A: Transport):

(1) This accounts for Supervision, Evaluation, Drainage, Preliminary Design, Site Supervision, Design Services and Utilities, Landscape, Traffic Management TM, Groundworks/Earthworks, Maintenance, Consultation, Ecology
(2) Optimism Bias represents a contingency allowance reflecting the early stage in the development of schemes. It is a standard approach developed by the DfT to avoid over-optimistic estimates of transport infrastructure costs
(3) Costs EXCLUDE any land acquisition and CPO costs in the event that these are required
Annex I

SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE
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(4) Maintenance costs are for 30 years from completion of works and are the expressed as % of total construction costs at this stage in scheme development

(5) INCLUDES allowance for: A46 Junctions and M5 Junctions 6 and 7 works (as separately assessed by HA). INCLUDES allowance for: A4440/SLR capacity enhancements, Key corridors enhancements, traffic signal enhancements (SCOOT/MOVA etc.), amended TRO’s, improvements to Worcester Foregate Street & Shrub Hill rail stations a new Worcestershire Parkway, improved bus stop infrastructure, Real Time Information Systems, new/improved walk and cycle routes and additional bridge

(6) Excludes City and Town Centre Public Realm Improvements

(7) Includes improvements to A44, A38 and A449

<table>
<thead>
<tr>
<th>Category</th>
<th>Project</th>
<th>SWDP Policy</th>
<th>Delivery Partners</th>
<th>Estimate d cost</th>
<th>Potential sources of funding</th>
<th>Estimated Timescale</th>
<th>Costs/Funding/Delivery Notes</th>
<th>Further details</th>
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<tr>
<td>A. Transport</td>
<td>(Costs exclude any land acquisition and CPO costs (in the event that these are required), passenger transport operating costs and local s278 highways works)</td>
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<tr>
<td>Worcester</td>
<td>(Worcester Transport Strategy)</td>
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<tr>
<td>Highway Schemes</td>
<td>A4440/Southern Link Road capacity Enhancements, Key Corridors enhancements, traffic signals enhancements</td>
<td>分别</td>
<td>Worcestershire CC, Developers, Highways Agency</td>
<td>£106.2 M</td>
<td>Worcs CC (IT Block), Local Transport Board (Devolved Major Funding Scheme</td>
<td>2012–2020: (1) Dualling A4440 (Whittington -Ketch) (2) Key Corridors linking</td>
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</table>

SWDP proposed submission document – consultation version January 2013
## SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE
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<th>Further details</th>
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<td>for M5 junctions which are within the jurisdiction of the Highways Agency.</td>
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<tr>
<td>Rail Schemes</td>
<td>Foregate Street Station improvements (in addition to those funded through WTSMSB), Shrub Hill Station improvements &amp;</td>
<td>SWDP 4 &amp; SWDP 7</td>
<td></td>
<td>£22.1 M</td>
<td>Worcs CC (IT Block), Local Transport Board (Devolved Major)</td>
<td>2012-2020: (1) Foregate Street (2) Worcestershire</td>
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<td>Category</td>
<td>Project</td>
<td>SWDP Policy</td>
<td>Delivery Partners</td>
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<td>Potential sources of funding</td>
<td>Estimated Timescale</td>
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<tr>
<td></td>
<td>Worcestershire Parkway</td>
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<td></td>
<td></td>
<td>Funding Scheme Funding), Developers (s106, CIL &amp; s278), Network Rail, Train Operating Companies, DfT + other funding sources as available.</td>
<td>Parkway (3) Shrub Hill Station (if Opportunity Zone development proposals advanced for this delivery in this period) 2020-2030: (1) Shrub Hill (if delivery of Opportunity Zone development delayed)</td>
<td></td>
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</tr>
<tr>
<td>Local Passenger Transport</td>
<td>Including: Bus stop infrastructure,</td>
<td>SWDP 4 &amp; SWDP</td>
<td></td>
<td>£22.0 M</td>
<td>Worcs CC (IT Block), Local Transport</td>
<td>Across both phases (2012-2020)</td>
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# SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE

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<tr>
<td>Schemes</td>
<td>Real Time Information Systems and other passenger transport elements of Key Corridors schemes</td>
<td>7</td>
<td></td>
<td></td>
<td>Board (Devolved Major Funding Scheme Funding), Developers (s106, CIL &amp; s278), New Homes Bonus, + other funding sources as available.</td>
<td>and 2020 to 2030 aligned with key corridor improvements and delivery of SWDP planned growth (in particular the urban extensions)</td>
<td></td>
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<tr>
<td>Walk and Cycle Schemes</td>
<td>New and improved and cycle routes, additional walk and cycle bridge to north of city (and associated access links) and walk &amp; cycle elements of key corridor schemes</td>
<td>SWDP 4 &amp; SWDP 7</td>
<td></td>
<td>£11.5 M</td>
<td>Worcs CC (IT Block), Local Transport Board (Devolved Major Funding Scheme Funding), Developers (s106, CIL &amp; s278), New Homes Bonus, + other funding sources as available.</td>
<td>Across both phases (2012-2020 and 2020 to 2030) aligned with key corridor improvements and delivery of SWDP</td>
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## SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE

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<th>Costs/Funding/ Delivery Notes</th>
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<td></td>
<td>s278), New Homes Bonus, + other funding sources as available.</td>
<td>planned growth (in particular the urban extensions)</td>
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<tr>
<td>Droitwich Spa</td>
<td></td>
<td></td>
<td></td>
<td>£7.5 M</td>
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<td>Highway Schemes</td>
<td>Local Highway network improvements including A38 highway enhancements in vicinity of Droitwich.</td>
<td>SWDP 4 &amp; SWDP 7</td>
<td></td>
<td>£3.4 M</td>
<td>Worcs CC (IT Block), Local Transport Board (Devolved Major Funding Scheme Funding). Developers (s106, CIL &amp; s278), New Homes Bonus, +</td>
<td>Across both phases (2012-2020 and 2020 to 2030)</td>
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### SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE

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<tbody>
<tr>
<td>Rail, Local Passenger Transport and Walk and Cycle Link Schemes</td>
<td>Including: (1) Provision of Infrastructure to enable local passenger transport services to access &amp; serve SWDP development sites. (2) Improvements to Droitwich rail station and associated interchange facilities (including parking, information, access routes etc.). (3) Provision of walk &amp; cycle footbridges over A38 linking proposed development sites to town centre. (4) Improvements to canal towpath.</td>
<td>SWDP 4 &amp; SWDP 7</td>
<td>£4.1 M</td>
<td>Worcs CC (IT Block), Local Transport Board (Devolved Major Funding Scheme Funding). Developers (s106, CIL &amp; s278), New Homes Bonus, + other funding sources as available.</td>
<td>Across both phases (2012-2020 and 2020 to 2030)</td>
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<tr>
<td><strong>Highway Schemes</strong></td>
<td>Including town Centre junction enhancements. NOTE: Excludes A46 schemes which are within the jurisdiction of the Highway Agency</td>
<td>SWDP 4 &amp; SWDP 7</td>
</tr>
<tr>
<td><strong>Rail, Local Passenger Transport and Walk and Cycle Link Schemes</strong></td>
<td>Including: (1) Provision of Infrastructure to enable local passenger transport services to access &amp; serve SWDP development sites.</td>
<td>SWDP 4 &amp; SWDP 7</td>
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### Annex I

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<tr>
<td>Malvern</td>
<td>(2) Improvements to Evesham rail station and associated interchange facilities (including cycle parking, information, access routes etc.). (3) Provision of walk &amp; cycle footbridges over A46 and River Avon linking proposed development sites to town centre, railway station, retail parks and employment centres. (4) Improvements to walking and cycling connectivity (5) Improvements to town centre walking and cycling facilities</td>
<td>SWDP 4 &amp; SWDP</td>
<td></td>
<td></td>
<td>Scheme Funding), Developers (s106, CIL &amp; s278), New Homes Bonus, + other funding sources as available.</td>
<td></td>
<td></td>
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<tr>
<td>Highway Schemes</td>
<td>Local highway network improvements NOTE: See Inter-Urban</td>
<td>SWDP 4 &amp; SWDP</td>
<td></td>
<td>£5.0 M</td>
<td>Worcs CC (IT Block), Local Transport</td>
<td>Across both phases (2012-2020)</td>
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</tbody>
</table>

| | Total | £5.6 M | | | | | |

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**SWDP proposed submission document – consultation version January 2013**
## SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE
### WORK IN PROGRESS - Considered at December 2012 SWC Council meetings

<table>
<thead>
<tr>
<th>Category</th>
<th>Project</th>
<th>SWDP Policy</th>
<th>Delivery Partners</th>
<th>Estimate cost</th>
<th>Potential sources of funding</th>
<th>Estimated Timescale</th>
<th>Costs/Funding/ Delivery Notes</th>
<th>Further details</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Highway section (below) for A449 highway enhancements in north-east Malvern</td>
<td>7</td>
<td></td>
<td></td>
<td>Board (Devolved Major Funding Scheme Funding). Developers (s106, CIL &amp; s278), New Homes Bonus, + other funding sources as available.</td>
<td>and 2020 to 2030</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rail, Local Passenger Transport and Walk and Cycle Link Schemes</td>
<td>SWDP 4 &amp; SWDP 7</td>
<td></td>
<td>£0.6 M</td>
<td>Worcs CC (IT Block), Local Transport Board (Devolved Major Funding Scheme Funding). Developers (s106, CIL &amp; s278), New Homes Bonus, + other funding sources as available.</td>
<td>Across both phases (2012-2020 and 2020 to 2030)</td>
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</table>
### South Worcestershire Development Plan - Crucial Infrastructure

**Work in Progress** - Considered at December 2012 SWC Council meetings

<table>
<thead>
<tr>
<th>Category</th>
<th>Project</th>
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<th>Potential sources of funding</th>
<th>Estimated Timescale</th>
<th>Costs/Funding/Delivery Notes</th>
<th>Further details</th>
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</thead>
<tbody>
<tr>
<td>Connectivity</td>
<td>(3) Information kiosks (4) Improvements to town centre walking and cycling facilities</td>
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<td></td>
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<td>s278), New Homes Bonus, + other funding sources as available.</td>
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<td>Total</td>
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<td>£3.8 M</td>
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<td>Worcs CC (IT Block), Local Transport Board (Devolved Major Funding Scheme Funding), Developers (s106, CIL &amp; s278), New Homes Bonus, + other funding sources as available.</td>
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### South Worcestershire Development Plan - Crucial Infrastructure

#### Work in Progress - Considered at December 2012 SWC Council meetings

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<th>Potential sources of funding</th>
<th>Estimated Timescale</th>
<th>Costs/Funding/ Delivery Notes</th>
</tr>
</thead>
</table>
| **Rail, Local Passenger Transport and Walk and Cycle Link Schemes** | Including:  
1. Provision of infrastructure to enable local passenger transport services to access & serve SWDP development sites.  
2. Improvements to Pershore rail station and associated interchange facilities (including cycle parking, information, access routes etc.).  
3. Improvements to walking and cycling connectivity  
4. Improvements to town centre walking and cycling facilities | SWDP 4 & SWDP 7 |                  | £2.9 M           | Worcs CC (IT Block), Local Transport Board (Devolved Major Funding Scheme Funding). Developers (s106, CIL & s278), New Homes Bonus, + other funding sources as available. |                      | Across both phases (2012-2020 and 2020 to 2030)                                                   |
| **Rural Malvern Hills**          |                                                                                                           |             |                  |                 |                                                                                              |                      |                                                                                               |
| **Local Passenger**              | Including:  
1. Provision of | SWDP 4 & SWDP |                  | £0.2M            | Worcs CC (IT Block), Local | Across both phases                                                                 |                      |                                                                                               |

**Further details**

**Total:** £0.2 M
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<th>Further details</th>
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<tr>
<td>Transport and Walk and Cycle Link Schemes</td>
<td>Infrastructure to enable local passenger transport services to access &amp; serve SWDP development sites. (2) Improvements to walking and cycling connectivity to the existing network (3) Improvements to walking and cycling facilities and infrastructure</td>
<td>7</td>
<td></td>
<td>Transport Board (Devolved Major Funding Scheme Funding). Developers (s106, CIL &amp; s278), New Homes Bonus, + other funding sources as available.</td>
<td>(2012-2020 and 2020 to 2030)</td>
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<tr>
<td>Rural Wychavon</td>
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<td>Total: £2.3 M</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Rail, Local Passenger Transport and Walk and Cycle Link Schemes</td>
<td>Including: (1) Provision of Infrastructure to enable local passenger transport services to access &amp; serve SWDP development sites. (2) Improvements to rail</td>
<td>SWDP 4 &amp; SWDP 7</td>
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<td>£2.3 M</td>
<td>Worcs CC (IT Block), Local Transport Board (Devolved Major Funding Scheme</td>
<td>Across both phases (2012-2020 and 2020 to 2030)</td>
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</table>
## South Worcestershire Development Plan - Crucial Infrastructure

### Work in Progress - Considered at December 2012 SWC Council meetings

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<th>Estimated Timescale</th>
<th>Costs/Funding/Delivery Notes</th>
<th>Further details</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>stations and associated interchange facilities (including cycle parking, information, access routes etc.). (3) Improvements to walking and cycling connectivity (4) Improvements to walking and cycling facilities and infrastructure</td>
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<td></td>
<td></td>
<td>Funding). Developers (s106, CIL &amp; s278), New Homes Bonus, + other funding sources as available.</td>
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<tr>
<td>Inter-Urban Highways</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Total: £6.1 M</td>
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<tr>
<td>Highway Schemes</td>
<td>Including improvements to the A44 mainline (Evesham – Worcester), A38 junctions to the north of Worcester, A449 north east of Malvern and the A449 to the north of Worcester</td>
<td>SWDP 4 &amp; SWDP 7</td>
<td></td>
<td>£6.1 M</td>
<td>Worcs CC (IT Block), Local Transport Board (Devolved Major Funding Scheme Funding). Developers (s106, CIL &amp;</td>
<td>Across both phases (2012-2020 and 2020 to 2030)</td>
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</table>
### Annex I

**SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE**  
**WORK IN PROGRESS - Considered at December 2012 SWC Council meetings**

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<tr>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>s278), New Homes Bonus, + other funding sources as available.</td>
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<td></td>
<td>Overall County Total: £194,145 M</td>
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<tr>
<td><strong>Highways Agency: Strategic Road Network</strong></td>
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<tr>
<td>Strategic Road Network Schemes</td>
<td>A46 Evesham Bypass (5 Junctions)</td>
<td>SWDP 4 &amp; SWDP 7</td>
<td>Highways Agency, Developers, Worcestershire County Council</td>
<td>£5.8 M</td>
<td>Developers (s106 &amp; s278) + other funding sources available</td>
<td>Across both phases (2012-2020 and 2020 - 2030)</td>
<td></td>
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<tr>
<td></td>
<td>M5 Junction 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>M5 Junction 7</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td>Total: £10.3 M</td>
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<td></td>
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<tr>
<td><strong>B. Utilities</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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</table>
### South Worcestershire Development Plan - Crucial Infrastructure

**Work in Progress - Considered at December 2012 SWC Council Meetings**

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<tr>
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</thead>
<tbody>
<tr>
<td><strong>Renewable Energy schemes</strong></td>
<td>Hartlebury Energy from Waste Plant</td>
<td></td>
<td>County Council &amp; Partners</td>
<td>tbc</td>
<td>County Council Partners</td>
<td>Operational from 2015</td>
<td>Approval granted summer 2012</td>
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<tr>
<td><strong>Electricity</strong></td>
<td>Western Power Distribution schemes</td>
<td>Strategic sites generally</td>
<td>Western Power</td>
<td>tbc</td>
<td>Developers Utility companies</td>
<td>As required</td>
<td>Schemes as set out in SWIDP</td>
<td></td>
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<tr>
<td><strong>Gas</strong></td>
<td>National Grid Gas and Wales and West Utilities</td>
<td>Strategic sites generally</td>
<td>National Grid Gas &amp; Wales and West Utilities</td>
<td>tbc</td>
<td>Developers Utility companies</td>
<td>As required</td>
<td>Schemes as set out in SWIDP</td>
<td></td>
</tr>
<tr>
<td><strong>Water (supply and waste water)</strong></td>
<td>Supply – detail of any new capital schemes being discussed with STWL. Waste – detail of any new capital schemes being discussed with STWL</td>
<td></td>
<td>STWL</td>
<td>tbc</td>
<td>Developers STWL</td>
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<td>Info as set out in SWIDP</td>
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<td></td>
<td></td>
<td></td>
<td>STWL</td>
<td>tbc</td>
<td>Tbc</td>
<td>tbc</td>
<td></td>
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<tr>
<td><strong>C. Flood Risk and Drainage</strong></td>
<td>Major schemes completed or under</td>
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<td>Strategic sites Developers</td>
<td>tbc</td>
<td>County Council, SWC</td>
<td>As required</td>
<td>Position set out in SWIDP</td>
<td></td>
</tr>
</tbody>
</table>

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**Annex I**

**SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE**

**Work in Progress - Considered at December 2012 SWC Council meetings**

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**SWDP proposed submission document – consultation version January 2013**
### SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE

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<th>Estimated Timescale</th>
<th>Costs/Funding/\nDelivery Notes</th>
<th>Further\ndetails</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>construction. SUDS technology to be used site-by-site in future</td>
<td>generally</td>
<td>County Developers</td>
<td></td>
<td>Developers</td>
<td></td>
<td></td>
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<tr>
<td>D.</td>
<td>Communication Infrastructure</td>
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<td></td>
<td>Broadband scheme well advanced - Worcestershire Local Broadband Plan</td>
<td>New policy on Broadband, SWDP 26</td>
<td>County, Developers</td>
<td>£20-25 M</td>
<td>County, BDUK Developers</td>
<td>2012-2020</td>
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<td>E. Waste</td>
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<td></td>
<td></td>
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<td></td>
<td>Hartlebury EfW plant – otherwise smaller schemes will be developer funded.</td>
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<td>County, Waste contractor, Developers</td>
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<td>Developers</td>
<td>Start 2015</td>
<td>As set out in section B</td>
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### SOCIAL INFRASTRUCTURE

#### A Education

**Worcester City - Primary**

<table>
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<th>Estimated Timescale</th>
<th>Costs/Funding/\nDelivery Notes</th>
<th>Further\ndetails</th>
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<tbody>
<tr>
<td>West Worcester</td>
<td>SWDP 45/2</td>
<td>County, Developers</td>
<td>£2.08 M</td>
<td>County, Developers</td>
<td>As required</td>
<td>Information as set out in SWIDP</td>
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</table>
## South Worcestershire Development Plan - Crucial Infrastructure

**Work in Progress - Considered at December 2012 SWC Council meetings**

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<th>Project Description</th>
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<th>Estimated Timescale</th>
<th>Costs/Funding/ Delivery Notes</th>
<th>Further details</th>
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</thead>
<tbody>
<tr>
<td>South Worcester (includes new Primary School)</td>
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<td>SWDP 45/1</td>
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<td>Kilbury Drive</td>
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<td>SWDP 43/3</td>
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<td>£0.53 M</td>
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<tr>
<td>Gwillam’s Farm</td>
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<td>SWDP 43/4</td>
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<td>Ex Ronkswood Hospital site</td>
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<td>Shrub Hill</td>
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<td>£0.43 M</td>
<td>“”</td>
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<td>Govt. Offices, Whittington Road</td>
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<td>SWDP 44/5</td>
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<td>South of Lyppard Hill</td>
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**SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE**

**WORK IN PROGRESS - Considered at December 2012 SWC Council meetings**

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<td>Small sites in City</td>
<td>SWDP 43</td>
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<td>Windfall in City</td>
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Annex I

SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE
WORK IN PROGRESS - Considered at December 2012 SWC Council meetings

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**Malvern Hills District - Primary**

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SWDP proposed submission document – consultation version January 2013
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### WORK IN PROGRESS - Considered at December 2012 SWC Council meetings

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### SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE  
**WORK IN PROGRESS - Considered at December 2012 SWC Council meetings**

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<th>Costs/Funding/ Delivery Notes</th>
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### Wychavon District - primary

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## SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE

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SWDP proposed submission document – consultation version January 2013
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<td></td>
</tr>
<tr>
<td></td>
<td>Station Road/Wyre Road, Pershore</td>
<td></td>
<td>“</td>
<td>£1.37 M</td>
<td>“</td>
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<tr>
<td></td>
<td>Pershore – small sites</td>
<td>SWDP 46</td>
<td>“</td>
<td>£0.10 M</td>
<td>“</td>
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<td></td>
<td>Broadway – small sites</td>
<td>SWDP 59</td>
<td>“</td>
<td>£0.35 M</td>
<td>“</td>
<td>“</td>
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<tr>
<td></td>
<td>Fernhill Heath – small sites</td>
<td>SWDP 60</td>
<td>“</td>
<td>£0.80 M</td>
<td>“</td>
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<tr>
<td></td>
<td>Hartlebury – small sites</td>
<td>SWDP 59</td>
<td>“</td>
<td>£0.23 M</td>
<td>“</td>
<td>“</td>
<td>“</td>
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<tr>
<td></td>
<td>Honeybourne – small sites</td>
<td>SWDP 59</td>
<td>“</td>
<td>£0.17 M</td>
<td>“</td>
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</table>
## South Worcestershire Development Plan - Crucial Infrastructure Work in Progress - Considered at December 2012 SWC Council Meetings

### Category 1 Villages

<table>
<thead>
<tr>
<th>Project Description</th>
<th>SWDP Policy</th>
<th>Delivery Partners</th>
<th>Estimate d cost</th>
<th>Potential sources of funding</th>
<th>Estimated Timescale</th>
<th>Costs/Funding/Delivery Notes</th>
<th>Further details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inkberrow – small sites</td>
<td>SWDP 59</td>
<td>“”</td>
<td>£0.23 M</td>
<td>“”</td>
<td>“”</td>
<td>“”</td>
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<tr>
<td>Offenham – small sites</td>
<td>SWDP 59</td>
<td>“”</td>
<td>£0.23 M</td>
<td>“”</td>
<td>“”</td>
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<tr>
<td>Other Category 1 villages</td>
<td>SWDP 59</td>
<td>“”</td>
<td>£0.35 M</td>
<td>“”</td>
<td>“”</td>
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<tr>
<td>Other Category 2 villages</td>
<td>SWDP 60</td>
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<td>£0.94 M</td>
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### Category 2 Villages

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<th>Estimate d cost</th>
<th>Potential sources of funding</th>
<th>Estimated Timescale</th>
<th>Costs/Funding/Delivery Notes</th>
<th>Further details</th>
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</thead>
<tbody>
<tr>
<td>Category 3 Villages</td>
<td>SWDP 61</td>
<td>“”</td>
<td>£0.36 M</td>
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<tr>
<td>Wychavon Windfall</td>
<td>SWDP 16</td>
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<td>£1.89 M</td>
<td>“”</td>
<td>“”</td>
<td>“”</td>
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</tbody>
</table>

### Total Costs

- **Total cost for SWDP plan area for Primary**: £32.41 M
- **Total cost for SWDP plan area for Secondary**: £34.00 M
- **Total**: £66.41 M

### Further Education

- **Post 16 Education and Training**
  - Delivery Partners: n/a
  - Costs/Funding/Delivery Notes: County involved in facilitating but not funding of further education – update needed

### Higher Education/University of Worcester

- **University of Worcester**
  - Delivery Partners: University. County. SWC.
  - Costs/Funding/Delivery Notes: Position set out in SWIDP

### B. Health and Public Health

- **Liaison with University of Worcester – position set out in SWIDP.**
Annex I

SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE
WORK IN PROGRESS - Considered at December 2012 SWC Council meetings

<table>
<thead>
<tr>
<th>Category</th>
<th>Project</th>
<th>SWDP Policy</th>
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<th>Estimate d cost</th>
<th>Potential sources of funding</th>
<th>Estimated Timescale</th>
<th>Costs/Funding/ Delivery Notes</th>
<th>Further details</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Current Joint Services Review means the needs for and procurement of</td>
<td></td>
<td>Clinical Commissioning Groups, NHS Commissioning Board, County</td>
<td>tbc</td>
<td>tbc</td>
<td>tbc</td>
<td>Further info in SWIDP</td>
<td></td>
</tr>
<tr>
<td></td>
<td>capital investment will not be clarified in time for Dec 2012</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Social Care</td>
<td>[Depends upon info from County]</td>
<td></td>
<td></td>
<td>tbc</td>
<td>tbc</td>
<td>tbc</td>
<td>Further info in SWIDP-to be</td>
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</tr>
<tr>
<td>D. Community Facilities</td>
<td>Libraries Unlikely to be major new capital investment in near future following the opening of “The Hive” in Worcester in summer 2012</td>
<td></td>
<td>County</td>
<td>tbc</td>
<td>tbc</td>
<td>tbc</td>
<td>Further info in SWIDP</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Faith Buildings Information needs updating for SWDP Infrastructure Planning</td>
<td></td>
<td></td>
<td>tbc</td>
<td>tbc</td>
<td>tbc</td>
<td>Needs updating</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Community Facilities</td>
<td></td>
<td>Developers,</td>
<td>tbc</td>
<td>Developers,</td>
<td>tbc</td>
<td>Further info in</td>
<td></td>
</tr>
</tbody>
</table>
### SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE

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<th>Potential sources of funding</th>
<th>Estimated Timescale</th>
<th>Costs/Funding/ Delivery Notes</th>
<th>Further details</th>
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</thead>
<tbody>
<tr>
<td><strong>Centres</strong></td>
<td></td>
<td></td>
<td>Various service providers. Local communities</td>
<td></td>
<td>Various service providers. Local communities. County</td>
<td>SWIDP. To be updated by SWC.</td>
<td></td>
<td></td>
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<tr>
<td><strong>New Swimming Pool, Worcester</strong></td>
<td>SWDP 43, 44 and 45 sites</td>
<td>SWC SE Developers</td>
<td>£13 M (tbc)</td>
<td>SE SWC Developers</td>
<td>tbc</td>
<td>Still to be updated</td>
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<td></td>
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<tr>
<td>Category</td>
<td>Project</td>
<td>SWDP Policy</td>
<td>Delivery Partners</td>
<td>Estimated cost</td>
<td>Potential sources of funding</td>
<td>Estimated Timescale</td>
<td>Costs/Funding/Delivery Notes</td>
<td>Further details</td>
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</tr>
<tr>
<td></td>
<td>4 court sports hall (Worcester West)</td>
<td>SWDP 45/2</td>
<td>SWC Developers</td>
<td>£2.7 M (tbc)</td>
<td>Developers</td>
<td>2016-2026</td>
<td>Updated 05/11/12</td>
<td>Plus full size synthetic turf pitch and tennis courts.</td>
</tr>
<tr>
<td></td>
<td>4 court sports hall (Worcester South)</td>
<td>SWDP 45/1</td>
<td>SWC Developers</td>
<td>£2.7 M</td>
<td>Developers</td>
<td>2021-2026</td>
<td>Updated 05/11/12</td>
<td>Plus outdoor tennis court.</td>
</tr>
<tr>
<td></td>
<td>6 court sports hall (Worcester)</td>
<td>SWDP 43, 44 and 45 sites</td>
<td>SWC Developers</td>
<td>£4.1 M</td>
<td>Developers</td>
<td>tbc</td>
<td></td>
<td>Still to be updated</td>
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<tr>
<td></td>
<td>6 Court badminton performance centre</td>
<td>SWDP 43, 44 and 45 sites</td>
<td></td>
<td>£4.5 M</td>
<td></td>
<td>2011-2016</td>
<td>Updated figure</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Football: full size 3G STP</td>
<td>SWDP 43, 44 and 45 sites</td>
<td></td>
<td>£0.8 M</td>
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<td>2011-2016</td>
<td>Updated figure</td>
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<tr>
<td></td>
<td>6 rink indoor bowls centre</td>
<td>SWDP 43, 44 and 45 sites</td>
<td></td>
<td>£3.2 M</td>
<td></td>
<td>2011-2016</td>
<td>Updated figure</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 court indoor tennis centre</td>
<td>SWDP 43, 44 and 45 sites</td>
<td></td>
<td>£5.5 M</td>
<td></td>
<td>2016-2021</td>
<td>Updated figure</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6 door outdoor tennis</td>
<td>SWDP 43,</td>
<td></td>
<td>£0.5 M</td>
<td></td>
<td>2021-2026</td>
<td>Updated figure</td>
<td></td>
</tr>
<tr>
<td>Category</td>
<td>Project Description</td>
<td>SWDP Policy</td>
<td>Delivery Partners</td>
<td>Estimated cost</td>
<td>Potential sources of funding</td>
<td>Estimated Timescale</td>
<td>Costs/Funding/ Delivery Notes</td>
<td>Further details</td>
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<td>------------------------------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>courts</td>
<td>44 and 45 sites</td>
<td>44 and 45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 MUGA</td>
<td>SWDP 43, 44 and 45 sites</td>
<td>SWDP 43, 44</td>
<td></td>
<td>£1.6 M</td>
<td></td>
<td>2021-2026</td>
<td>Updated figure</td>
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<tr>
<td>Outdoor athletics facility, Malvern</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Updated 05/11/12</td>
</tr>
<tr>
<td>5 court sports hall – indoor cricket</td>
<td>Outdoor athletics facility, Malvern</td>
<td>SWDP 48, 50</td>
<td>SWC Developers</td>
<td>£3.4 M</td>
<td>Developers</td>
<td>2012-2016</td>
<td>Updated 01/11/12</td>
<td>based on 2012 Sports Facilities Framework</td>
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<td>(Wychavon)</td>
<td></td>
<td>51, 46, 47,</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>59, 60, 61</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>8 court sports hall -</td>
<td>8 court sports hall - (Droitwich or Evesham in Wychavon)</td>
<td>SWDP 48, 49</td>
<td>SWC Developers</td>
<td>£5.5 M</td>
<td>Developers</td>
<td>2012-2016</td>
<td>Updated 01/11/12</td>
<td></td>
</tr>
<tr>
<td>(Droitwich or Evesham in Wychavon)</td>
<td></td>
<td>SWDP 50, 51</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 court sports hall -</td>
<td>4 court sports hall - (expansion of existing facility) and 2 court sports hall</td>
<td>SWDP 48, 50</td>
<td>SWC Developers</td>
<td>£5.5 M</td>
<td>Developers</td>
<td>2012-2016</td>
<td>Updated 01/11/12</td>
<td></td>
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<tr>
<td>(private) Wychavon</td>
<td>(Wychavon)</td>
<td>51, 46, 47,</td>
<td></td>
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<td>59, 60, 61</td>
<td></td>
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<td>25x4 lane swimming pool (private)</td>
<td>25x4 lane swimming pool (private)</td>
<td>SWDP 48, 50</td>
<td>SWC Developers</td>
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<td>2016-2021</td>
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<td>Wychavon</td>
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<td>51, 46, 47,</td>
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<td>59, 60, 61</td>
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</table>
### Annex I

**SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE**

**WORK IN PROGRESS - Considered at December 2012 SWC Council meetings**

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<tr>
<th>Category</th>
<th>Project</th>
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<th>Estimated Timescale</th>
<th>Costs/Funding/ Delivery Notes</th>
<th>Further details</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4 court sports hall, Wychavon</td>
<td>SWDP 48, 50, 51, 46, 47, 59, 60, 61</td>
<td>SWC Developers</td>
<td>£2.7 M</td>
<td>SWC Developers</td>
<td>2016-2021</td>
<td>Updated figure</td>
<td></td>
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<tr>
<td></td>
<td>Outdoor athletics training facility, school site, Evesham</td>
<td>SWDP 50, 51</td>
<td>SWC/ County/ Developers</td>
<td>£0.25 M</td>
<td>SWC/ County/ Developers</td>
<td>2016-2021</td>
<td>Updated figure</td>
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<td></td>
<td>3 Court Indoor Tennis Centre, Wychavon</td>
<td>SWDP 48, 50, 51, 46, 47, 59, 60, 61</td>
<td>SWC Developers</td>
<td>n/a</td>
<td>SWC Developers</td>
<td>2016-2021</td>
<td>Delivered.</td>
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<td>Outdoor athletics training facility, School Site, Pershore</td>
<td>SWDP 46, 47</td>
<td>SWC/ County/ Developers</td>
<td>tbc</td>
<td>SWC/ County/ Developers</td>
<td>2021-2026</td>
<td>Updated 01/11/12</td>
<td></td>
</tr>
<tr>
<td></td>
<td>25m Swimming (teaching pool) Worcester West</td>
<td>SWDP 43, 44 and 45 sites</td>
<td>SWC SE Developers</td>
<td>£3.9 M (tbc)</td>
<td>SE SWC Developers</td>
<td>tbc</td>
<td>Needs to be confirmed</td>
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</tr>
<tr>
<td></td>
<td>Worcester South football pitch (6.4 ha)</td>
<td>SWDP 45/1</td>
<td>SWC, SE, Developers</td>
<td>(See note below for total sports provision figure)</td>
<td>SWC Developers</td>
<td>2021-2026</td>
<td>Needs to be confirmed</td>
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</tr>
<tr>
<td>Category</td>
<td>Project</td>
<td>SWDP Policy</td>
<td>Delivery Partners</td>
<td>Estimate d cost</td>
<td>Potential sources of funding</td>
<td>Estimated Timescale</td>
<td>Costs/Funding/ Delivery Notes</td>
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</tr>
<tr>
<td></td>
<td>Worcester West football pitch (6.5 ha)</td>
<td>SWDP 45/2</td>
<td>SWC, SE, Developers</td>
<td>£1.1 M</td>
<td>SWC Developers</td>
<td>2016-2021</td>
<td>Updated figure</td>
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<tr>
<td></td>
<td>Worcester East football pitch (6.9 ha)</td>
<td>SWDP 45/3</td>
<td>SWC, SE, Developers</td>
<td>£1.2 M</td>
<td>SWC Developers</td>
<td>2016-2021</td>
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<td></td>
<td>Worcester East cricket pitch (4 ha) (location tbc)</td>
<td>SWDP45/3</td>
<td>SWC, SE, Developers</td>
<td>£0.85M</td>
<td>SWC Developers</td>
<td>2016-2021</td>
<td>Updated figure</td>
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<tr>
<td></td>
<td>Worcester South - 2 ha for cricket</td>
<td>SWDP 45/1</td>
<td>SWC, SE, Developers</td>
<td>£0.65 M</td>
<td>SWC Developers</td>
<td>2021-2026</td>
<td>Updated figure</td>
<td></td>
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<tr>
<td></td>
<td>Worcester West - 4 ha for cricket</td>
<td>SWDP 45/2</td>
<td>SWC, SE, Developers</td>
<td>£0.85 M</td>
<td>SWC Developers</td>
<td>2016-2021</td>
<td>Updated figure</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Worcester South – 7 ha for rugby</td>
<td>SWDP 45/1</td>
<td>SWC, SE, Developers</td>
<td>£1.25 M</td>
<td>SWC Developers</td>
<td>2016-2021</td>
<td>Updated figure</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Malvern Town - 6 ha for football</td>
<td>SWDP 56</td>
<td>SWC, SE, Developers</td>
<td>£1 M</td>
<td>SWC Developers</td>
<td>2016-2026</td>
<td>Updated figure</td>
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</tr>
<tr>
<td></td>
<td>Malvern Town / Malvern North East- 2 ha for cricket</td>
<td>SWDP 56</td>
<td>SWC, SE, Developers</td>
<td>£0.65 M</td>
<td>SWC Developers</td>
<td>2021-2026</td>
<td>Updated figure</td>
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</tr>
<tr>
<td></td>
<td>Evesham - 6 ha for football</td>
<td>SWDP 52</td>
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<td>£1 M</td>
<td>SWC Developers</td>
<td>2016-2026</td>
<td>Updated figure</td>
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</tr>
</tbody>
</table>
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**SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE**

**WORK IN PROGRESS - Considered at December 2012 SWC Council meetings**

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<th>Further details</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Evesham north - 6 ha for football</td>
<td>SWDP 52</td>
<td>SWC, SE, Developers</td>
<td>£1 M</td>
<td>SWC Developers</td>
<td>2011-2016</td>
<td>Updated figure</td>
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</tr>
<tr>
<td></td>
<td>Evesham south or southwest 4 ha for cricket</td>
<td>SWDP 51 and 52</td>
<td>SWC, SE, Developers</td>
<td>£0.85 M</td>
<td>SWC Developers</td>
<td>2011-2016 or 2026</td>
<td>Updated figure</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evesham north - 2 ha for cricket</td>
<td>SWDP 52</td>
<td>SWC, SE, Developers</td>
<td>£0.65 M</td>
<td>SWC Developers</td>
<td>2011-2016</td>
<td>Updated figure</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Droitwich – Copcut Lane or Pulley Lane – 2 ha for cricket.</td>
<td>SWDP 49</td>
<td>SWC, SE, Developers</td>
<td>£0.65 M</td>
<td>SWC Developers</td>
<td>2012-2016</td>
<td>Updated figure</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total for sports facilities listed above</strong> =</td>
<td><strong>£81.55 M</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**E. Emergency Facilities**

<table>
<thead>
<tr>
<th>Category</th>
<th>Project</th>
<th>SWDP Policy</th>
<th>Delivery Partners</th>
<th>Estimate d cost</th>
<th>Potential sources of funding</th>
<th>Estimated Timescale</th>
<th>Costs/Funding/ Delivery Notes</th>
<th>Further details</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Police Station for South Worcester</td>
<td>SWDP 45/1</td>
<td>WMP Developers</td>
<td>£1.63 M</td>
<td>WMP Developers</td>
<td>2012-2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Police station for West Worcester</td>
<td>SWDP 45/2</td>
<td>WMP Developers</td>
<td>£1.63 M</td>
<td>WMP Developers</td>
<td>2012-2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Extension to Evesham Police Station</td>
<td>SWDP 50, 51</td>
<td>WMP Developers</td>
<td>£1.42 M</td>
<td>WMP Developers</td>
<td>2012-2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Extension to Pershore Police Station</td>
<td>SWDP 46, 47</td>
<td>WMP Developers</td>
<td>£0.80 M</td>
<td>WMP Developers</td>
<td>2012-2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>New Police Posts at:</td>
<td>SWDP 43,</td>
<td>WMP</td>
<td>£1.06 M</td>
<td>WMP</td>
<td>2012-2019</td>
<td>Includes custody</td>
<td></td>
</tr>
</tbody>
</table>
## SOUTH WORCESTERSHIRE DEVELOPMENT PLAN - CRUCIAL INFRASTRUCTURE

**WORK IN PROGRESS - Considered at December 2012 SWC Council meetings**

<table>
<thead>
<tr>
<th>Category</th>
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<th>Potential sources of funding</th>
<th>Estimated Timescale</th>
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</tr>
</thead>
</table>
| • Worcester (2)  
• Droitwich  
• Hartlebury  
• North East Malvern | 44, 45, 48, 49, 56 and 59 sites | Developers | Developers | facility expansion at Worcester |
| Fire Service | SWDP 50, 51 | H&W Fire and Rescue Service | n/a | H&W Fire and Rescue Service, Developers | 2012-2019 | Other Fire Service requirements include new appliances – not costed as “Infrastructure” |
| Ambulance “Hub” | SWDP 43,44 and 45 sites | West Midlands Ambulance Service | £0.40 M | WM Ambulance Service, Developers | 2012-2019 | To be confirmed |
| **Total for emergency facilities listed above** | **=** | | | | | | **£6.94 M** |

## GREEN INFRASTRUCTURE

<table>
<thead>
<tr>
<th>Project</th>
<th>SWDP Policy</th>
<th>Delivery Partners</th>
<th>Estimate d cost</th>
<th>Potential sources of funding</th>
<th>Estimated Timescale</th>
<th>Costs/Funding/ Delivery Notes</th>
<th>Further details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sub-Regional facility: “Worcester/ Droitwich Park” (based on the canal ring)</td>
<td>SWDP 43, 44, 45, 48 and 49 sites and various rural sites</td>
<td>County, Developers, SWC, NE, EA, FC, WWT, BW</td>
<td>tbc</td>
<td>County, Developers, SWC, NE, EA, FC, WWT, BW</td>
<td>tbc</td>
<td>Concept only at this stage. To be updated in Spring 2013</td>
<td></td>
</tr>
</tbody>
</table>
### South Worcestershire Development Plan - Crucial Infrastructure

**Work in Progress - Considered at December 2012 SWC Council meetings**

<table>
<thead>
<tr>
<th>Category</th>
<th>Project</th>
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<th>Delivery Partners</th>
<th>Estimated cost</th>
<th>Potential sources of funding</th>
<th>Estimated Timescale</th>
<th>Costs/Funding/Delivery Notes</th>
<th>Further details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sub-regional facility: “Hallow Riverside Park” (includes sites on both sides of the River Severn between Grimley and Northwick)</td>
<td>SWDP 45/2</td>
<td>County, Developers, SWC, NE, EA, FC, WWT</td>
<td>tbc</td>
<td>County, Developers, SWC, NE, EA, FC, WWT</td>
<td>tbc</td>
<td>Concept only at this stage. To be updated in Spring 2013</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sub-regional facility: “Sandford (Clifton) Water Park” (south of Draycott and extending south to base of Knight Hill)</td>
<td>SWDP 45/1 SWDP 59, SWDP 60 (Kempsey)</td>
<td>County, Developers, SWC, NE, EA, FC, WWT, Minerals operators</td>
<td>tbc</td>
<td>County, Developers, SWC, NE, EA, FC, WWT, Minerals operators (Landfill Community Fund)</td>
<td>tbc</td>
<td>Concept only at this stage. To be updated in Spring 2013</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

South Worcestershire Councils 22\textsuperscript{nd} November 2012, with minor amendments up to 09/01/2013
South Worcestershire Development Plan Team, Orchard House, Farrier Street, Worcester WR1 3BB
T: 01905 722233
E: contact@swdevelopmentplan.org
www.swdevelopmentplan.org

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Call 01905 722 230 or Typetalk (text telephone for people who are hearing impaired): 1800 01905 722233, or Email: worcestershirehub@worcester.gov.uk for your copy.

If you need help communicating in English please contact the Customer Service Centre on 01905 722 233 or at customerservicecentre@worcester.gov.uk.